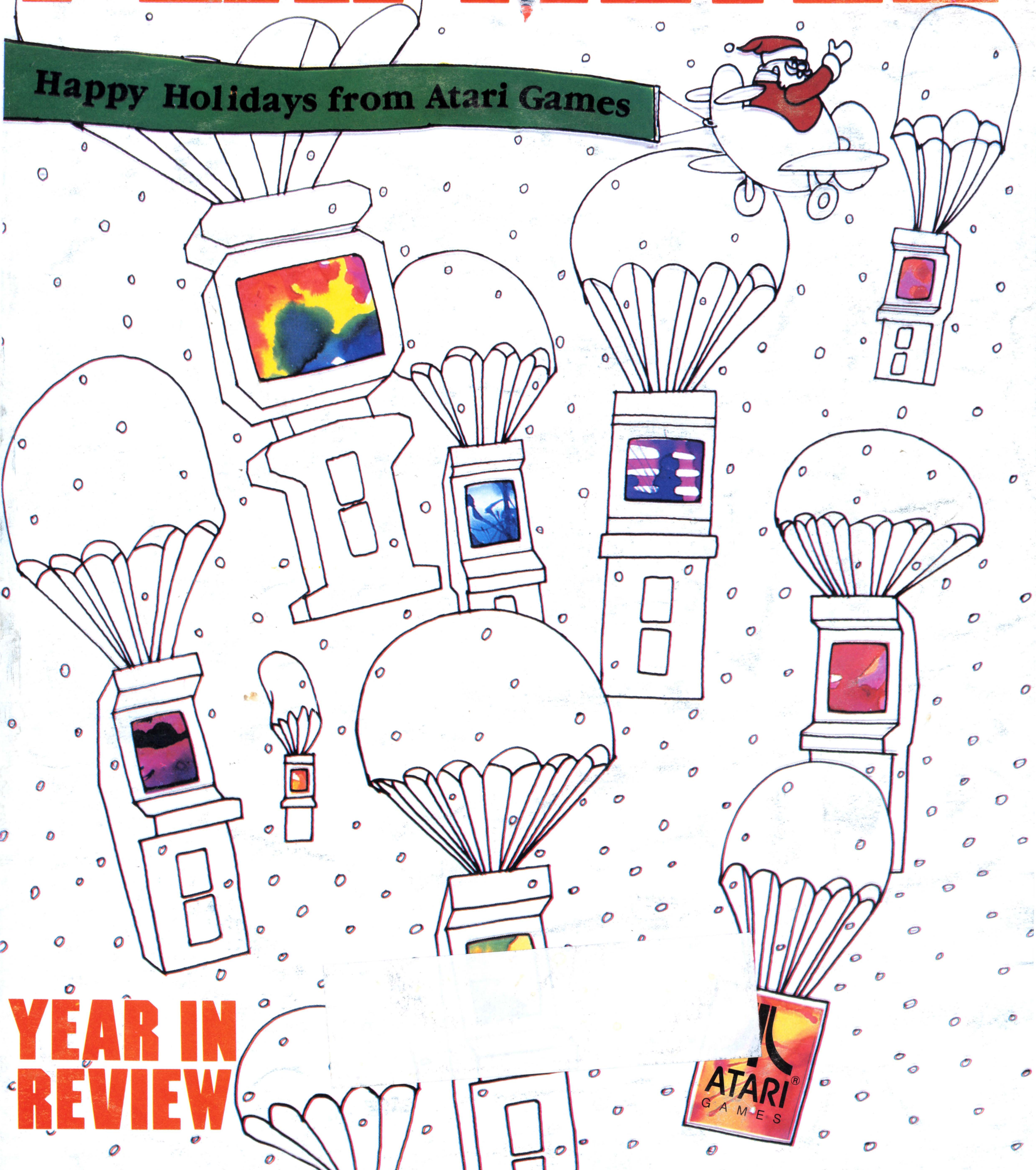
FOR THE COIN-OP ENTERTAINMENT INDUSTRY

December 1987

PLAY·METER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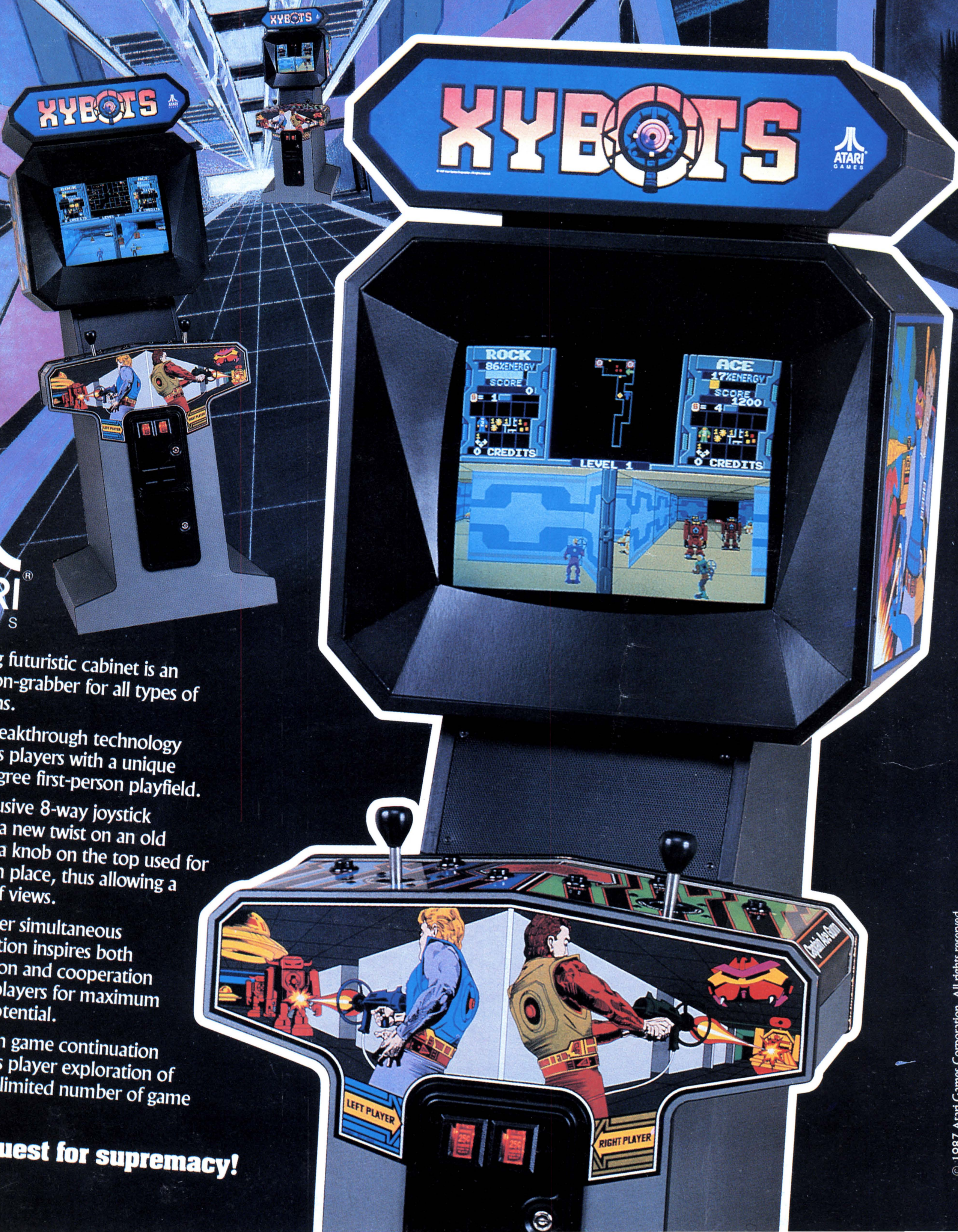
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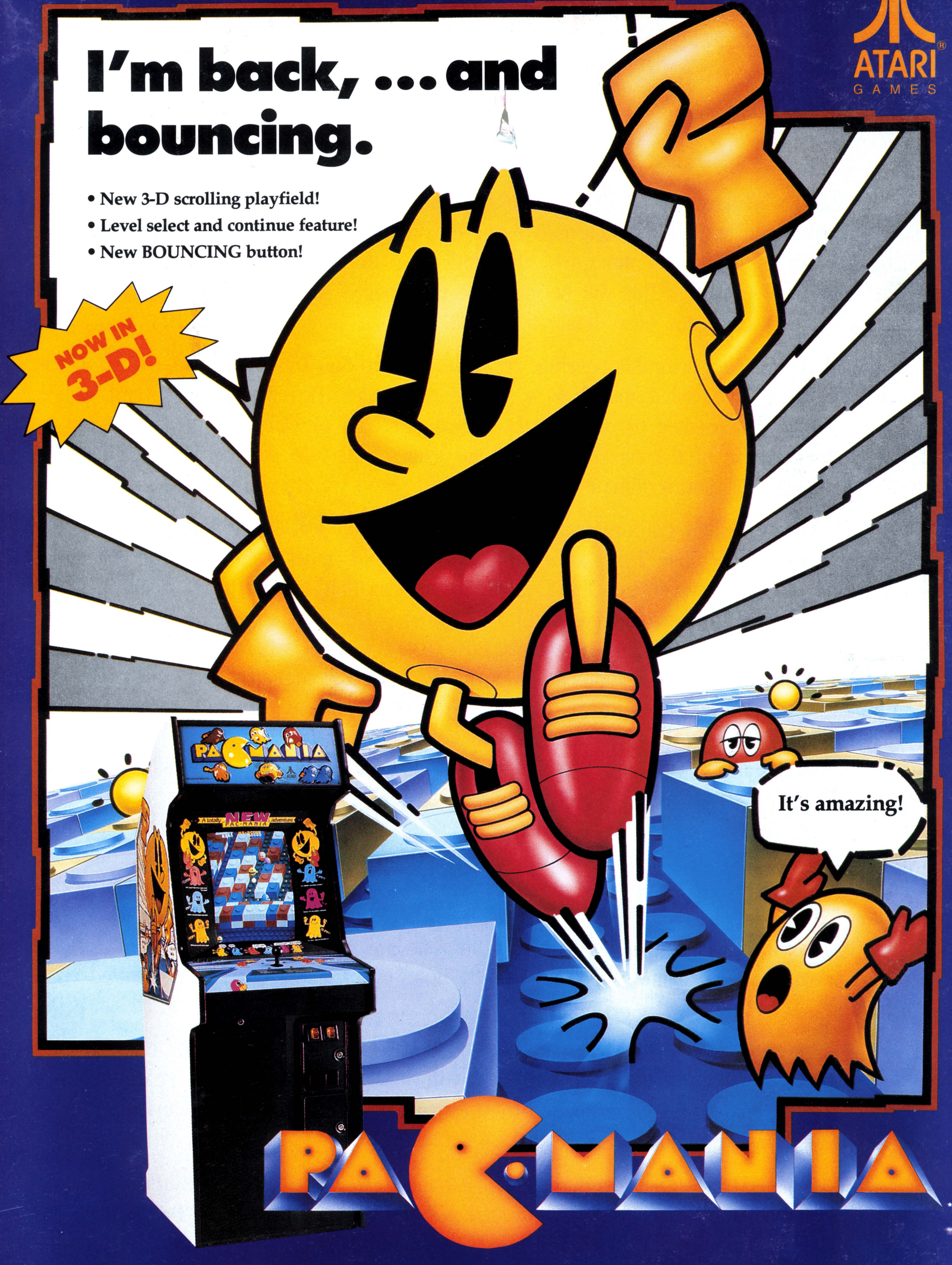
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NEWS BULLETIN

..........For those who have been following AMOA's efforts to promote the jukebox, you will see a special surprise during a highly televised event the first part of 1988. Rowe has hinted that something really exciting is in the works that will serve to promote the beloved jukebox to literally millions of viewers. "This will be great for our image," said Rowe's Jerry Gordon, who added that details have not been finalized..........................

..........The AMOA received favorable coverage from the Chicago Sun-Times newspaper in an article by Dave Hoekstra, who called the show a shilling experience. He emphasized several games, one *Whac-A-Mole* that seemed to have caught his eye. He said of *Operation Wolf*, "Judging by the lines, this was one of the expo's most popular games." He also noted, "For the first time in 38 years, condoms got legitimate treatment at the expo." ....

..........Ohio, Wisconsin, and California are diligently working on legislation dealing with cranes. Ohio had received, in October, 1986, an unofficial opinion that cranes were games of skill rather than games of chance. However, the Ohio Coin Machine Association said that fly-by-night operators are causing problems for legitimate operators. Citing an example of legitimate operators being hurt, OCMA cited a case pending in the state against Dave's Vending, where a legitimate operator placed a legitimate piece of equipment in a location and a complaint was filed, "A few unscrupulous operators became greedy and misused this equipment, causing problems for all legitimate operators." Dave Cogdeill was indicted on five separate counts including two felonies and three misdemeanors. OCMA is assisting in Cogdeill's defense in every possible way. The outcome of the case will impact heavily in a positive or negative way. In Wisconsin, WAMO lobbyist Tom Coenen is confident that a bill will be drafted soon to fully legalize the operation of cranes in Wisconsin. Although there are some cranes being operated in the state, there are serious questions as to their legality under current law. In California, Wedges/Ledges won a ruling on the legality of its crane, *The Challenger*. The San Diego Superior Court ruled that the machine, as manufactured, is legal under California law. The trial ended nearly a year and a half of preparation and game of skill analysis by Bob Snyder & Associates, a recognized crane expert. ....

..........The Baltimore Sun reported that four operators and several others were arrested on charges of possessing illegal slot machines and making payoffs on video poker games. Police said that several of those arrested were on probation from convictions on similar charges during an earlier gambling payoff investigation. ....

..........Ralph Paukner has left Kane Amusement of Orlando. He was previously with Status Games and recently joined the Kanes when they opened a new office in Florida. His future plans are not known at this time. ....

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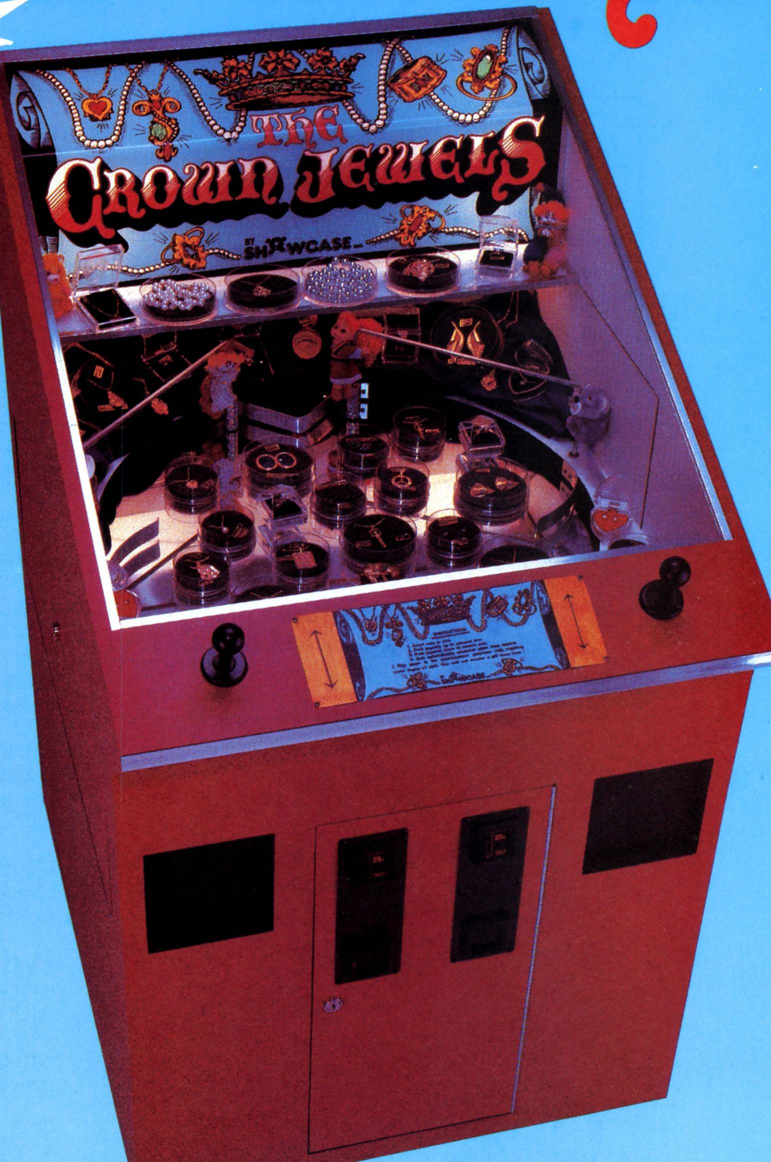

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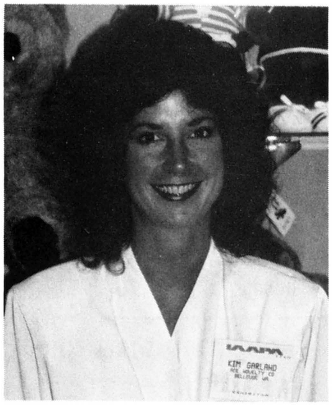
PLAY·METER

MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 13, NO. 12 CONTENTS DECEMBER, 1987

FEATURES



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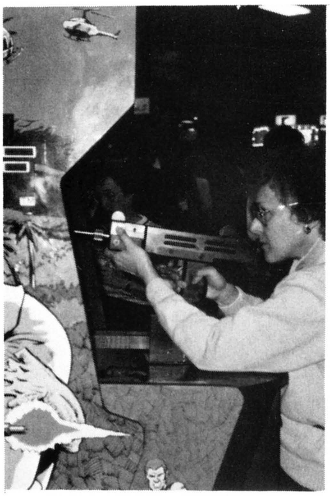
IAAPA Welcomes 547 Exhibitors To New Orleans 20

The International Association of Amusement Parks and Attractions held its annual trade show in New Orleans during the same weekend AMOA was held in Chicago. Many companies were represented at both.



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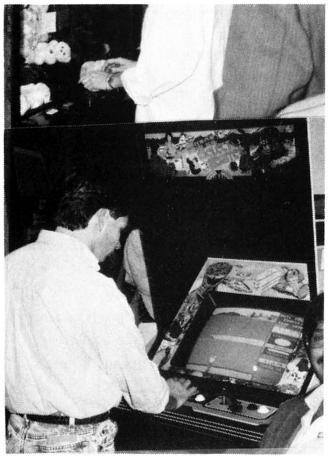
The Year In Review: Let's Not Forget The Past 30

When the coin-op industry rode the roller coaster up and down during the video boom/bust, as it has come to be called, we all were so sure it could never happen again. But could it? In reviewing this past year, there have been certain indications that are telling us that yes, we could be heading for trouble. In addition, on page 111, there is a complete listing of stories covered in Play Meter in 1987.



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AMOA Puts The Coin-Op Industry On Center Stage 54

Each year the industry awaits the AMOA show to find out the latest and greatest in equipment. This year was a little different: there were good games but operators were divided when it came to picking the proverbial hit of the show. Nevertheless, there was a lot to chose from and we have for you an informative overview of AMOA complete with pages and pages of color photographs. Sometimes it's as fun to see who was there as what was there.

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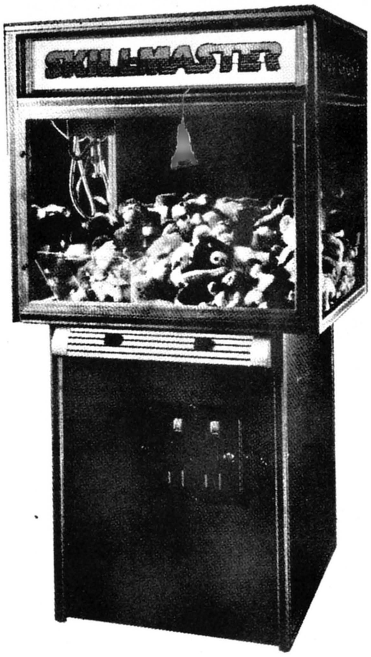
On the cover: This wonderful, seasonal cover is from Atari. As Atari wishes the industry a holiday greeting, let's all take the time to reflect on the blessings we have, as an industry and individuals.



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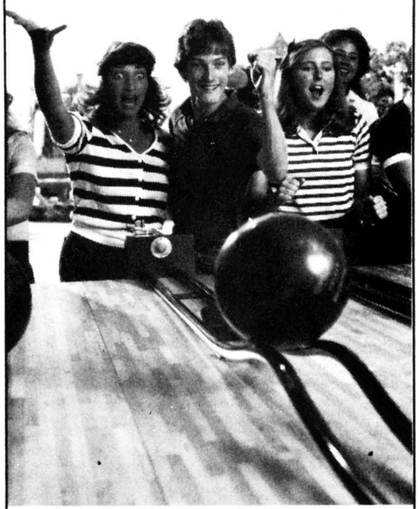

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Carol P. Lally

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Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

ART AND PRODUCTION DIRECTOR
Margret Vincent

TECHNICAL WRITER
Frank Seninsky

CORRESPONDENTS
Irving L. Blackman
H. Richard Priesmeyer
Jeffrey Rosenthal
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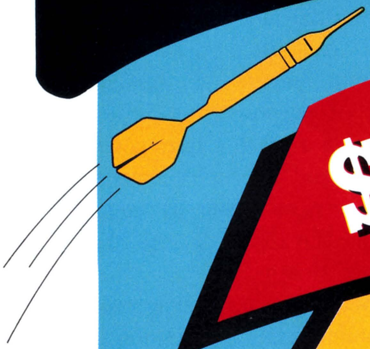

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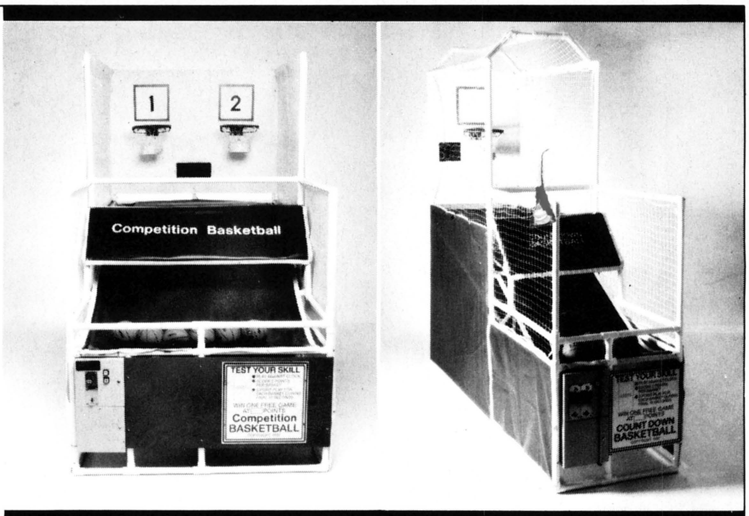

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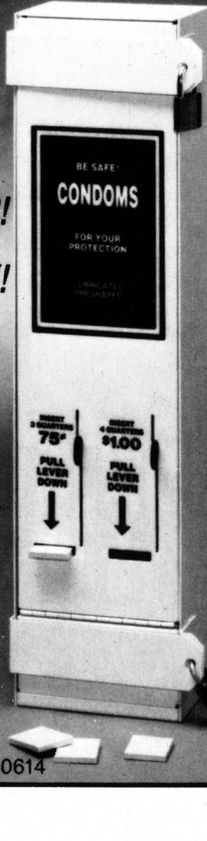

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LETTERS

AMOA Seeks Support

We have appointed a Jukebox Promotion Committee to promote and market the jukebox through a National Jukebox Month in October, 1988 and through other programs that will ultimately benefit the operator, distributor and manufacturer of this product. Our first National Jukebox Month also marks the 100th anniversary of the jukebox which was first introduced in San Francisco in 1988. On September 14th our committee held a full-day meeting to pursue a three point statement of purpose:

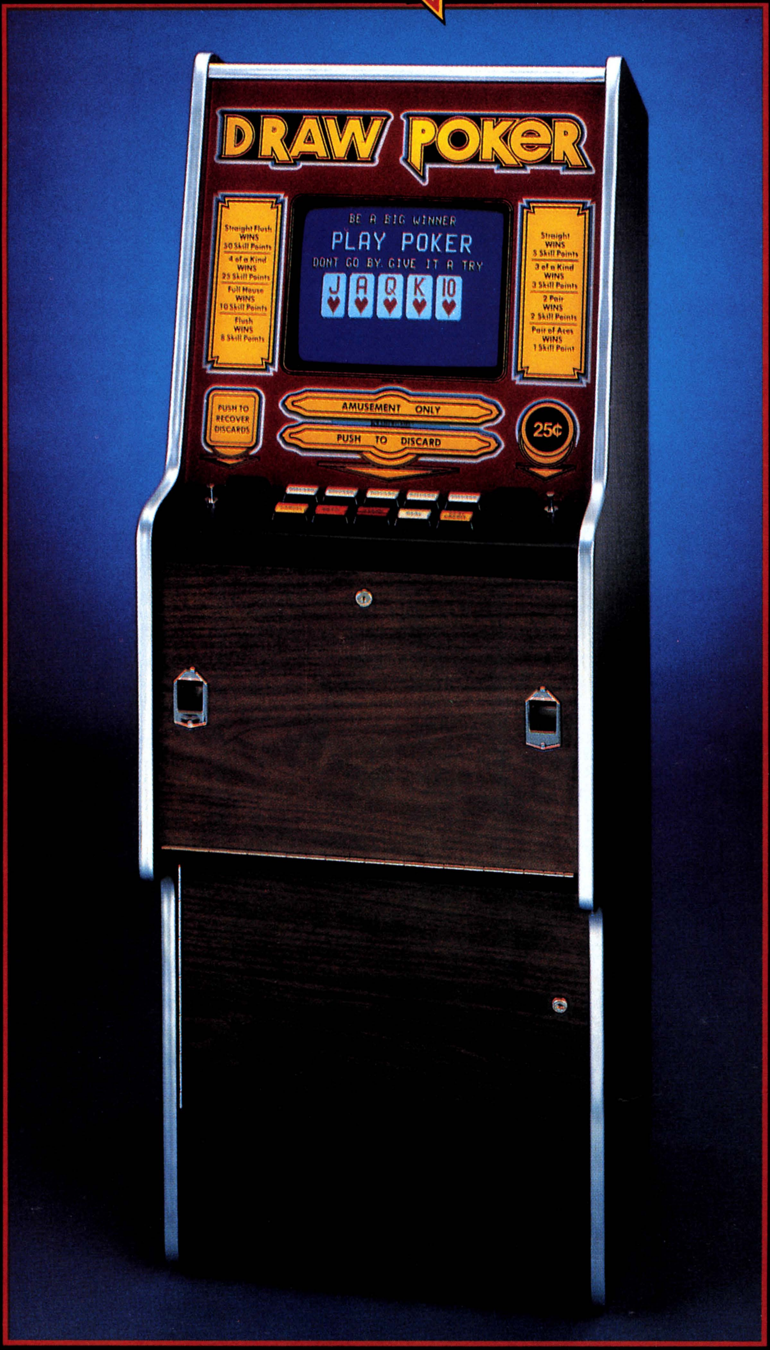
1. To develop a greater awareness of the jukebox and its entertainment value to the general public as exemplified by the creation of the National Jukebox Month.
2. To develop jukebox selling tools and to communicate information to the jukebox operators so they can compete more effectively in a changing marketplace.
3. To develop a closer relationship with the recording industry and other related groups that are allied to the jukebox industry.

We are seeking the cooperation and support of all facets of our industry--including the trade publications. We very much hope that all the publications can start promoting the jukebox on a regular basis...perhaps through monthly columns that contain success stories, programming ideas, other operator's ideas, the best jukebox stories, etc. We hope to have market penetration targeted towards specific industry groups for the jukebox, and this editorial support would be invaluable to our efforts.

There is a certain nostalgia connected with the jukebox and its longstanding entertainment value to the American public. Unfortunately, in recent years, it has been relegated to a lesser position of importance in the minds of many operators due to video games, pinballs,

THE ORIGINAL

DRAW POKER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darts, and other coin-operated entertainment devices which have caught their attention. As you well know, the jukebox was the foundation of many operators' businesses, and still plays an important role in thousands of locations in this country which are providing consistent revenue to the location owner and his operator.

We hope you will give this your favorable consideration and I look forward to hearing from you regarding this request for support. If you have any questions or comments, please don't hesitate to contact me.

Richard Hawkins
AMOA President
Chicago, Ill.
(312)644-6610

[AMOA's efforts to promote this vital piece of the industry's past, present, and future should be commended. Play Meter will certainly do anything to support AMOA in this and we sincerely hope that there will be strong support from the industry in general. If anyone has suggestions or would like to submit a jukebox story--Play Meter will reserve space for it. It's too seldom that positive efforts are made to promote the coin-op industry. Think about what you can do!]

Thanks on a Job Well Done

As Executive Director of the A.M.O.A. National Dart Association I'd like to thank and congratulate Roger Sharpe on his excellent article published in September's Play Meter. Currently the N.D.A. has 100-plus members enjoying the benefits of our association. With this article, we are sure to see our already rapidly expanding membership surge!

Our "Hat's Off" for a job well done!

J.W. Conway
N.D.A. Executive Director
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[I talked with Joe over the phone and he said he has gotten quite a few phone calls concerning leagues from operators who read the article. We are glad to see operators looking into a program that promises success.]

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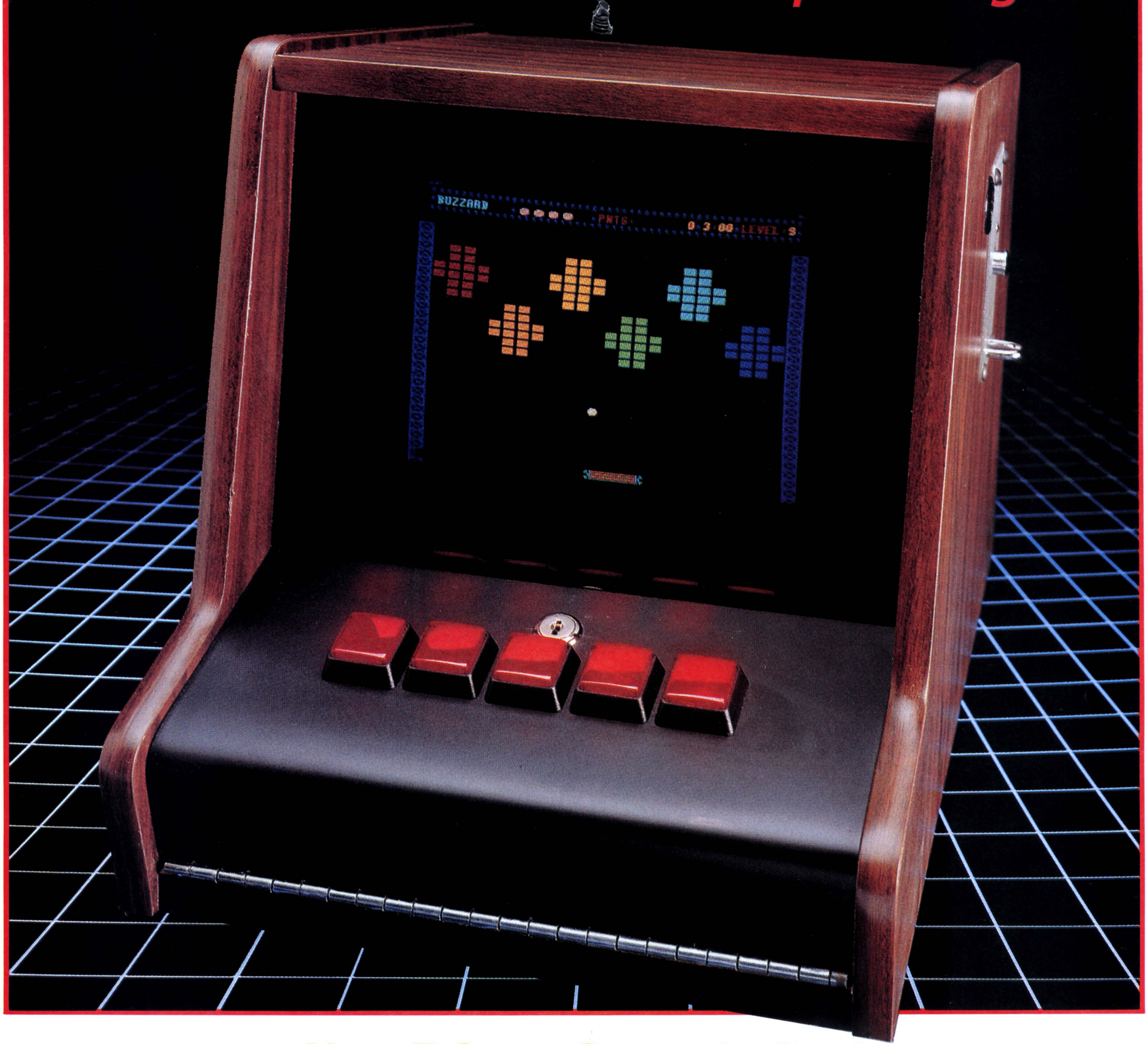

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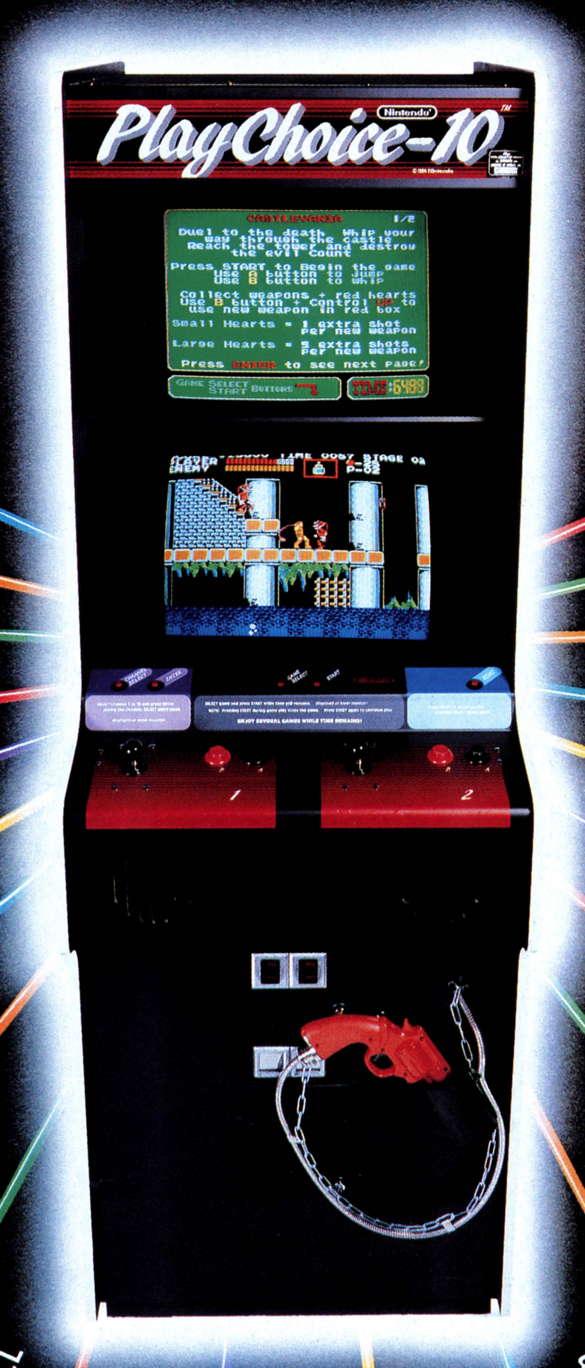
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Use B button + control UP to use new weapon in red box
Small Hearts = 1 extra shot per new weapon
Large Hearts = 5 extra shots per new weapon
Press ENTER to see next page!
GAME SELECT START BUTTONS
TIME:6488
STAGE 02
PLAYER
ENEMY
P-02
1
2

- BALLOON FIGHT™
- WILD GUNMAN™
- THE GOONIES[1]
- GRADIUS[2]
- DUCK HUNT™
- MARIO BROS.®
- RUSH'N ATTACK[3]
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- VOLLEYBALL
- CASTLEVANIA[3]
- TRACK & FIELD[3]
- MORE TITLES TO COME

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A HOLIDAY HAPPENING !

This has been quite an eventful year for Play Meter. Our readers have seen the magazine return to what it was in the past; informative and helpful in running their businesses. Plus, we have welcomed the return of most of our regular advertisers! I am proud of the staff and, not only want to thank them for the wonderful job, but say how much I appreciate the support from the industry. I have taken a more active role in the magazine, and have thoroughly enjoyed meeting and working with many of you. I sincerely wish everyone a safe and happy holiday and a great new year!

Carol Lally
Carol Lally
Publisher

The rest of us also want to take this rare opportunity to put the serious issues aside and just say thanks to our readers--our friends. We wish you all a happy, happy holiday and more quarters than ever next year!

Valerie Cognevich
Valerie Cognevich
Editor

Bonnie Theard
Bonnie Theard
Managing Editor

Jim Miller

Renée C. Pierson

Steve Harris

Roger C. Sharpe

MEW

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OPERATORS . . BECOME A *SOLDIER OF FORTUNE* WITH . .

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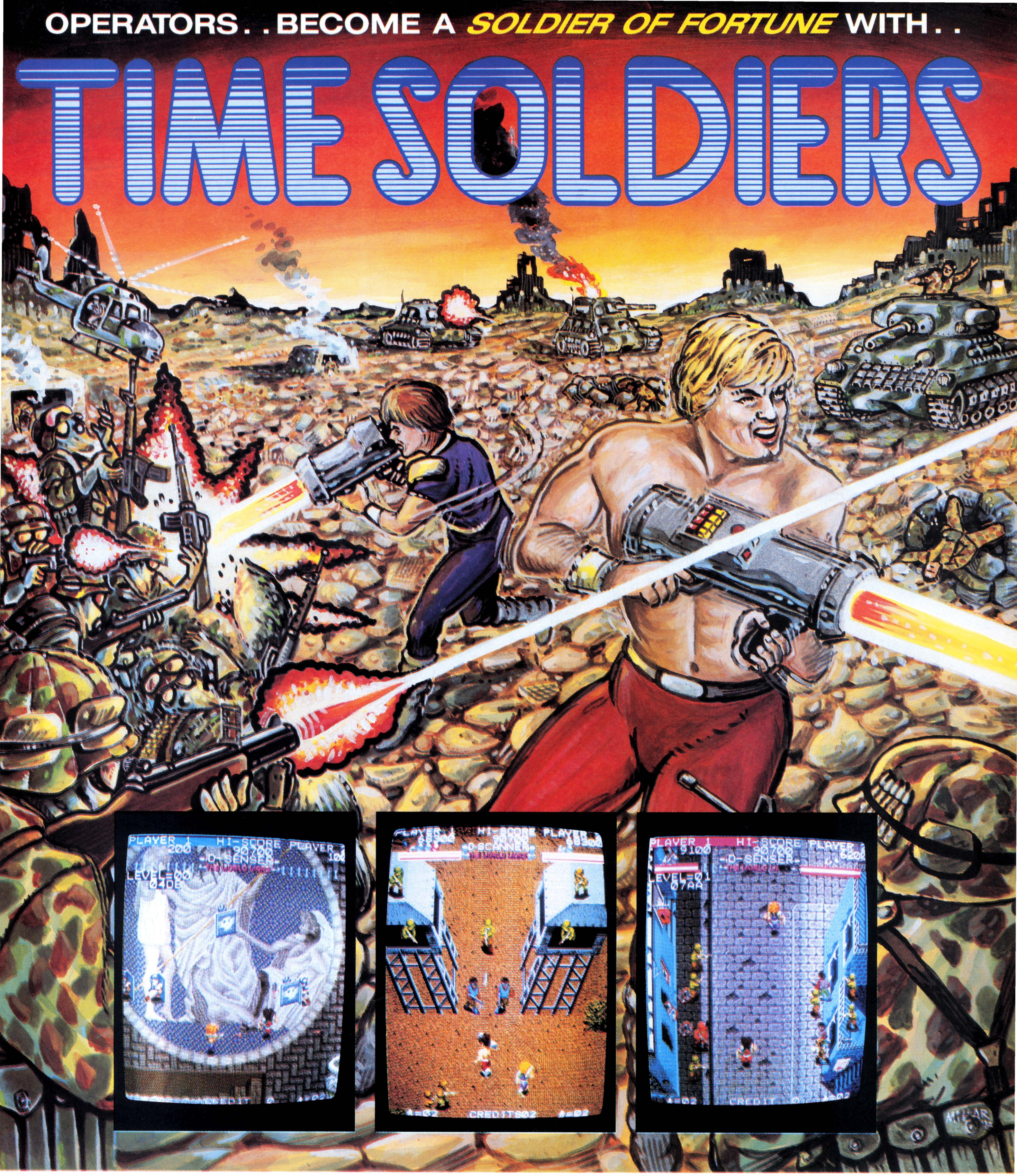
PLAYER 1 HI-SCORE PLAYER 2
200 90700 100
-D-SENSER-
LEVEL-00
04DB
THE WORLD WARS
PLAYER 1 HI-SCORE PLAYER 2
68300 90700 68300
-D-SCANNER-
CREDITS02
PLAYER 1 HI-SCORE PLAYER 2
9100 90700 6200
-D-SENSER-
LEVEL-01
07AA
CREDIT 0

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Tracing the violence factor

Whether we will still be engaged in video screen fighting in unnamed jungles across the continents next year remains to be seen. We may have exhausted the "save the princess" theme, but not yet won back all the oppressed countries and freed our captive comrades. We're in a cycle and it won't be broken soon.

Concerns over violence in video games surfaced this year when the national and local press pounced on Konami's *Contra* during the summer because of the Iran/Contra affair and tried to make a connection with real international conflicts. There was no connection intended in the game, but there was a desire to follow the trend of interest in military action--mercenaries, commandos, hostages, search--and-destroy, search-and-rescue. Unfortunately for humanity, these do happen to be real events occurring in our world and are well documented in daily news programs. Ever since the Vietnam War, at 5, 6, 10, or 11 p.m. we've seen **real** soldiers in **real** battles, in **real** jungles and foxholes, and **real** mangled bodies suffering **real** agony. It's constantly in print and particularly effective on our television screens under the name of "world news" and it's no wonder that it has turned up on video screens.

More than any capitalization on international conflicts in Nicaragua or elsewhere, such commando rescue mission themes in videos can be traced back to the successful Sylvester Stallone Rambo movies. The effect of these movies is seen in other parts of our lives in camouflage clothes for boys, Rambo toys and dolls and costumes. Military interest is apparent in the wide variety of G.I. Joe toys. It's frightening to see nine-year-old boys wearing camouflage T-shirts with a skull and crossbones in the middle and these words written underneath: "Fight with the best, or die with the rest."

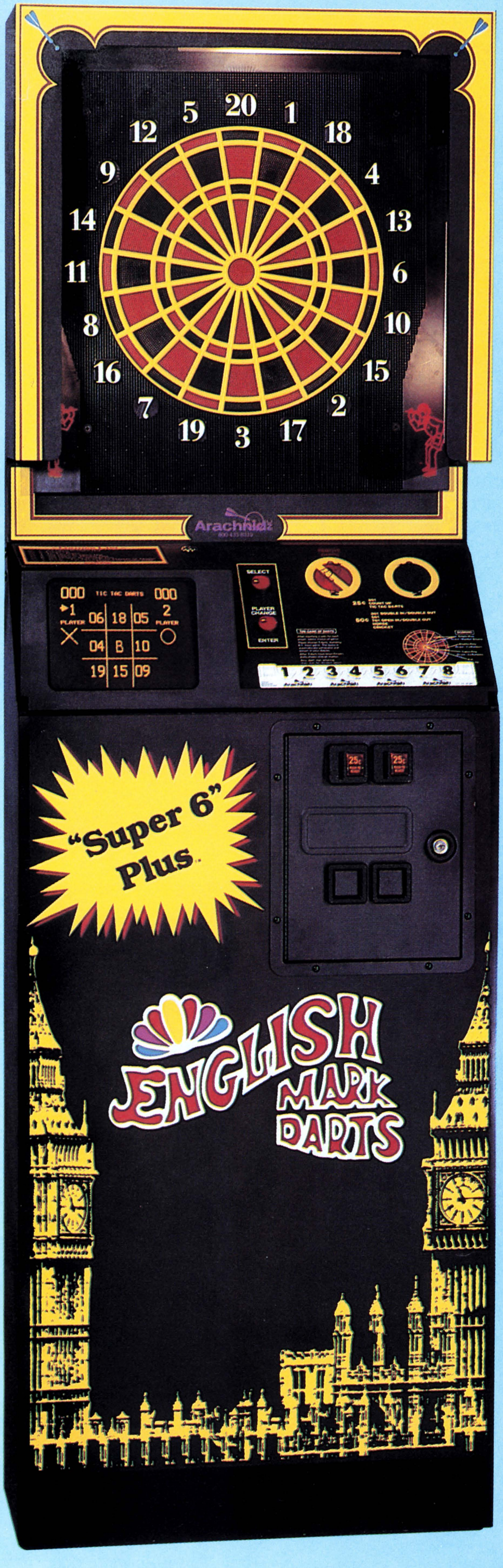
Arnold Schwarzenegger has also made several movies that feature violence and are popular. The revived interest in the Vietnam War that resulted in a recent flood of movies for the big screen also reinforces interest in wartime experiences and unless this fades we can probably see it reflected in more video games like the very popular AMOA Expo hit *Operation Wolf* by Taito. A new Rambo movie is in production, meaning violence is not on the decline.

We're winning the war in the movies and on the video screen even though we were not able to prevail in Vietnam and cannot right all the wrongs that exist in other countries across the globe. Our hackles are up in the Persian Gulf and our patriotism level is high. Engaging in military missions to free the oppressed is a vicarious way to enter international conflicts and make a difference in the outcome of the eternal battle of good vs. evil. It's as basic as that. Remember the immortal words of Oliver Hazard Perry, "We have met the enemy, and they are ours." At least it can be true on the video screen.

Bonnie Theard

Bonnie Theard
Managing Editor

"Super 6" Plus™



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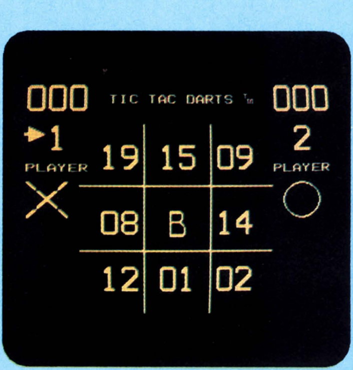

000 TIC TAC DARTS ™ 000
▶1 PLAYER 2 PLAYER
X ○

19	15	09
08	B	14
12	01	02

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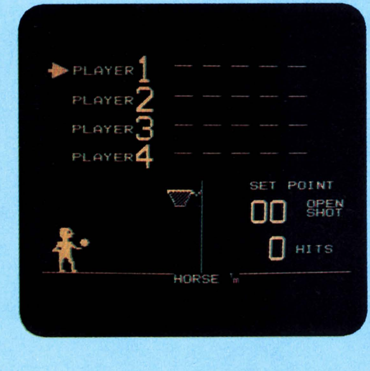

▶PLAYER 1 — — — — —
PLAYER 2 — — — — —
PLAYER 3 — — — — —
PLAYER 4 — — — — —
SET POINT
00 OPEN SHOT
0 HITS
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Copyright Pending on both Tic Tac Darts™ and Horse™
Patent Pending - Video Monitor Application

AMUSEMENT & MUSIC A M O A OPERATORS ASSOCIATION ® Member

IAAPA welcomes 547 exhibitors to New Orleans

A crowd of over 10,000 passed through the doors of the New Orleans Convention Center the first week of November for the 69th Annual International Association of Amusement Parks and Attractions (IAAPA) Trade Show.

Exhibiting companies numbered 547 and occupied 1,275 booth spaces for the show that began with seminars on November 3 and continued with exhibit hall time through November 7.

Manufacturers of coin-operated equipment and supplies were well represented at the event, often having to split crews since show dates were the same as for the AMOA Expo in Chicago and the Nightclub and Bar Expo in Atlantic City. Companies promoting cranes, rotaries, kiddie rides, basketball and baseball pitching games, bowlers, novelty games, ticket dispensers, tokens, and plush and jewelry items welcomed IAAPA attendees.

Traditionally, IAAPA is scheduled the week before Thanksgiving week and this will be the case in 1988 when the show will be held November 16-19 in Dallas at the Dallas Convention Center. Future locations for the show will be: '89--Atlanta; '90--Washington D.C.; and '91--Orlando, Fla.

Hollywood's Reid Meredith (c) with Kenneth Pardon (l) and Richard Ellar, Spring Lake Campgrounds & Resort

Skee-Ball's Joe Sladek (l) and Pete Bartolo.

At Kiddies of Florida, l to r: Eric Torres, David Vegas, and Manuel Ramos

Kim Garland, Ace Novelty

Skip Doyle (l), Doyle & Assoc., with John "Popcorn" Hallowell

Sonny Ricci with Grayhound's *Championship Basketball*

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At Smart Industries, l to r: Lowell Ware, Kevin Gaudineer, Reed Pate, and Jeff Smart

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Play Meter's Jim Miller (l) meets MMS' Jim Miller

Peter Gurko, Kiddie Rides USA, enjoys a snowball with Hilda and Gayle Eisenmann at Eisenmann Products' booth.

Chris O'Keefe (l) and Lauren Bunn, HMS Monaco

The Crown Jewels
SHOWCASE

Showcase's John Neely and Emily Simpson by *Crown Jewels*

Meltec's McEwan clan, l to r: Albina, Mel, and Mike

Jewelry and merchandisers-- a natural blend

How can a new company boast thirty years of experience? It's easy when considering Winning Creations, a one year young company that specializes in capsuled jewelry and other merchandise for cranes, rotaries, and vending equipment.

Winning Creations is the sales and marketing division of its parent company, Modern Jewelry Manufacturing, which has been in business for 30 years.

Manufacturers of cranes and suppliers of prizes, both plush and jewelry, were well represented at the AMOA Expo again this year, indicating a market demand. Several new rotaries were introduced and such equipment has traditionally been stocked mostly with jewelry.

Peter Nero, Jr., chief administrative officer for Winning Creations, has definite feelings about the future of jewelry in the redemption arena. "We've not scratched the surface yet in the use of jewelry," he explained. "I feel it will be the number one item in the future. One reason is that large quantities of jewelry can be produced in a short period of time. The future is very bright for the industry and I believe that cranes will be prominent in the years to come."

Winning Creations sells to distributors and operators and offers a complete line of jewelry, including assorted earrings, watches, men's and women's rings, even genuine diamond pendants.

One popular Winning Creations item is a dura-gold rope chain. Rings are also good sellers, and Nero adds, "We are a major distributor of rings throughout the country. We supply our jewelry in capsules and boxes. We also manufacture keychains and other novelty items."

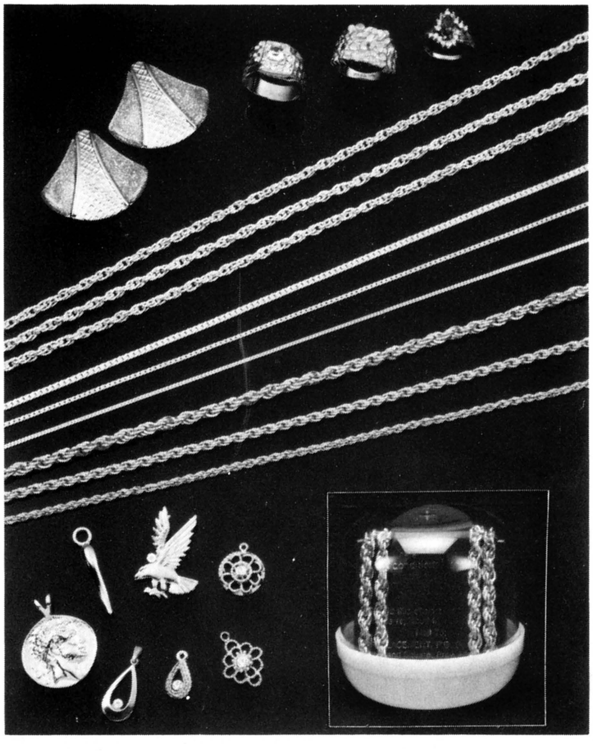
Among new products being offered are keychains with foreign and American car emblems. Colored earrings in matte finishes are available as well as boxed jewelry sets of pendant and earrings.

Nero added, "Because we manufacture our own products we can make custom assortments on sizable quantity orders. If an operator buys in quantity, it can be discounted."

Winning Creations offers two special packages that appeal to operators. Package One (boxed items) provides C/Z pendants, C/Z earrings, rings, chains, genuine diamond items, and assorted pendants. Package Two (for rotaries) features some of the same items from Package One plus assorted styles of earrings, watches, lighters, pins, and necklaces mostly in capsules.

In addition to Nero, the Winning Creations staff includes Peter Nero, Sr., vice president/customer relations, and Ed Caprio, expediter. Billy Sheetz and Tom Pell are the principle owners of the parent company, Modern Jewelry Manufacturing. Pell also serves as president of Winning Creations. The company is located in Providence, R. I., where it occupies a large showroom and factory facility in addition to its three warehouses. For more ideas about creative usage of jewelry as a tangible gift from cranes and rotaries, contact Peter Nero, Jr. at 800/752-7011 or (401) 944-9238.

Boxed and capsuled jewelry items are perfect for rotaries.



Some of Winning Creations' earrings, rings, chains, and pendants.

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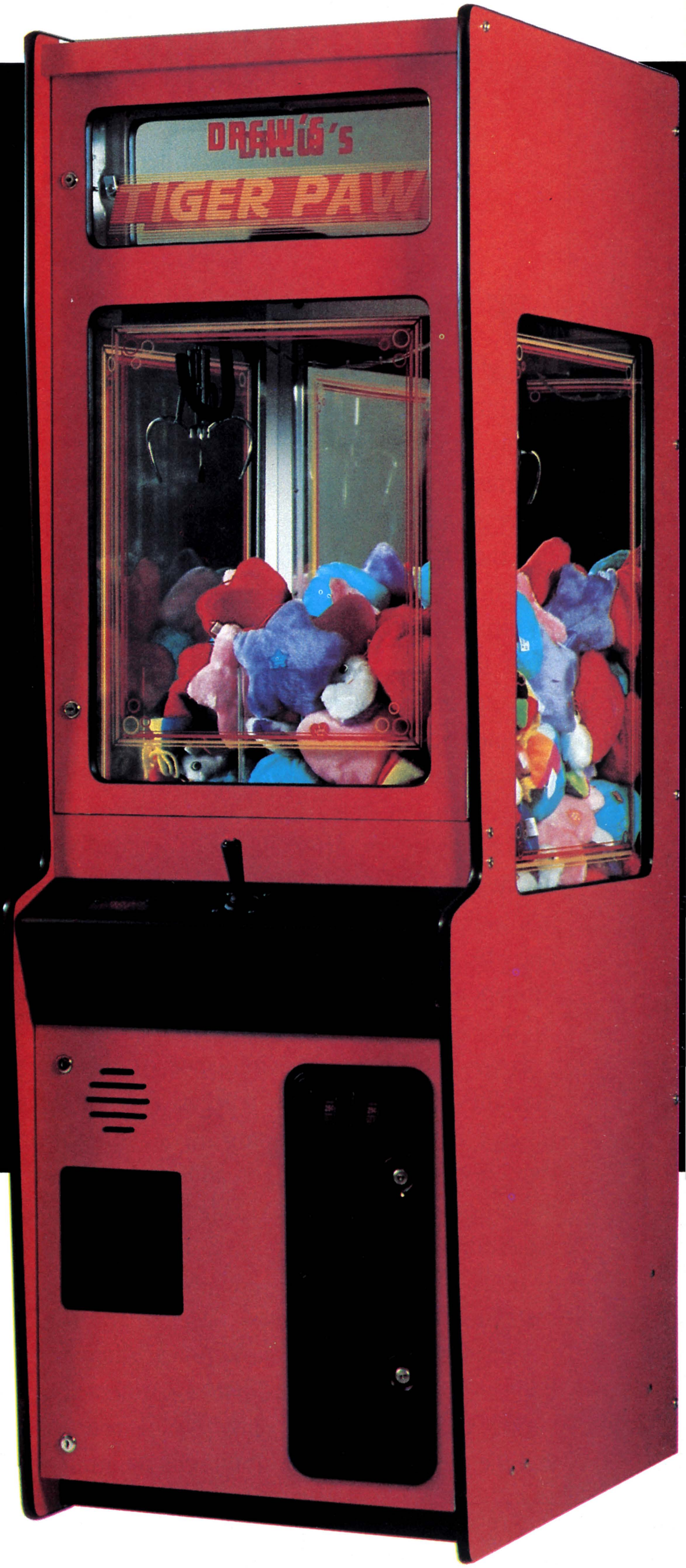

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International Status of AMOA

by David Snook

Last year the AMOA show virtually lost its international status. Overseas visitor attendance had fallen to below 100--a situation too incredible to contemplate a few years ago.

The indifferent quality of product on the international market coupled with the post video-boom depression were the principal factors. It did not help that the AMOA board showed little inclination to rectify the situation. In fact, it appeared intent on positively *discouraging* overseas visitor participation.

In this publication last year I presented the case for a major reduction in international registration fees. I argued that it was not unreasonable for AMOA to inspire membership by pitching registration fees close to membership fees. But it was unreasonable to do so for foreigners. After all, they would derive little, if any, benefit from membership of another country's association. The punitive level of fees, therefore, served only to irritate, to inconvenience, and to dissuade foreigners from coming. Could the U.S. trade afford to be isolationist?

It says much for the influence of this magazine that the issue apparently reached the AMOA board. It says much for that board's common sense that they evaluated it and readily understood the importance and validity. This year, international registration fees were reduced by more than half.

It is therefore right and proper, that having castigated the organizers last year for their intransigence, we should now praise them for being honest enough to accept that a former policy was wrong and to rectify it. Make no mistake, AMOA is still the most expensive exhibition to get into anywhere in the world, but it's no longer ridiculously so.

And AMOA *needs* international standing. The show is still clearly an important domestic exhibition and draws a very strong attendance from within the U.S. But the international visitors bring much-needed export dollars, they bring color to the convention floor, and perspective to product reaction. "I'll see you in Tokyo," or "We'll meet up in London" are phrases common in the world-wide coin machine industry and AMOA *needs* for the trade to add "I'll see you in Chicago" to the appointments calendar.

ACME is becoming steadily more influential. The spring show is making its mark with some avant garde ideas, such as swinging it from place to place each time (whoever would have thought it would go to Nevada, a few years ago?) and with a young and aggressive style. It's also keenly aware of the international status angle and is pursuing that honor relentlessly. Perhaps AMOA was not singularly concerned about international status before, but if ACME is, then it's a whole new ball game.

Two trade associations, each serving separate sectors of the business, should be seen to be working hand-in-hand towards common aims. The two shows--AMOA, sponsored by the operators association; and ACME, sponsored by the manufacturers association and Play Meter Magazine--can complement each other well.

But that's another issue. Right now, the fence-mending with the international trade seems well under way and for that, the AMOA show organizers are to be congratulated.

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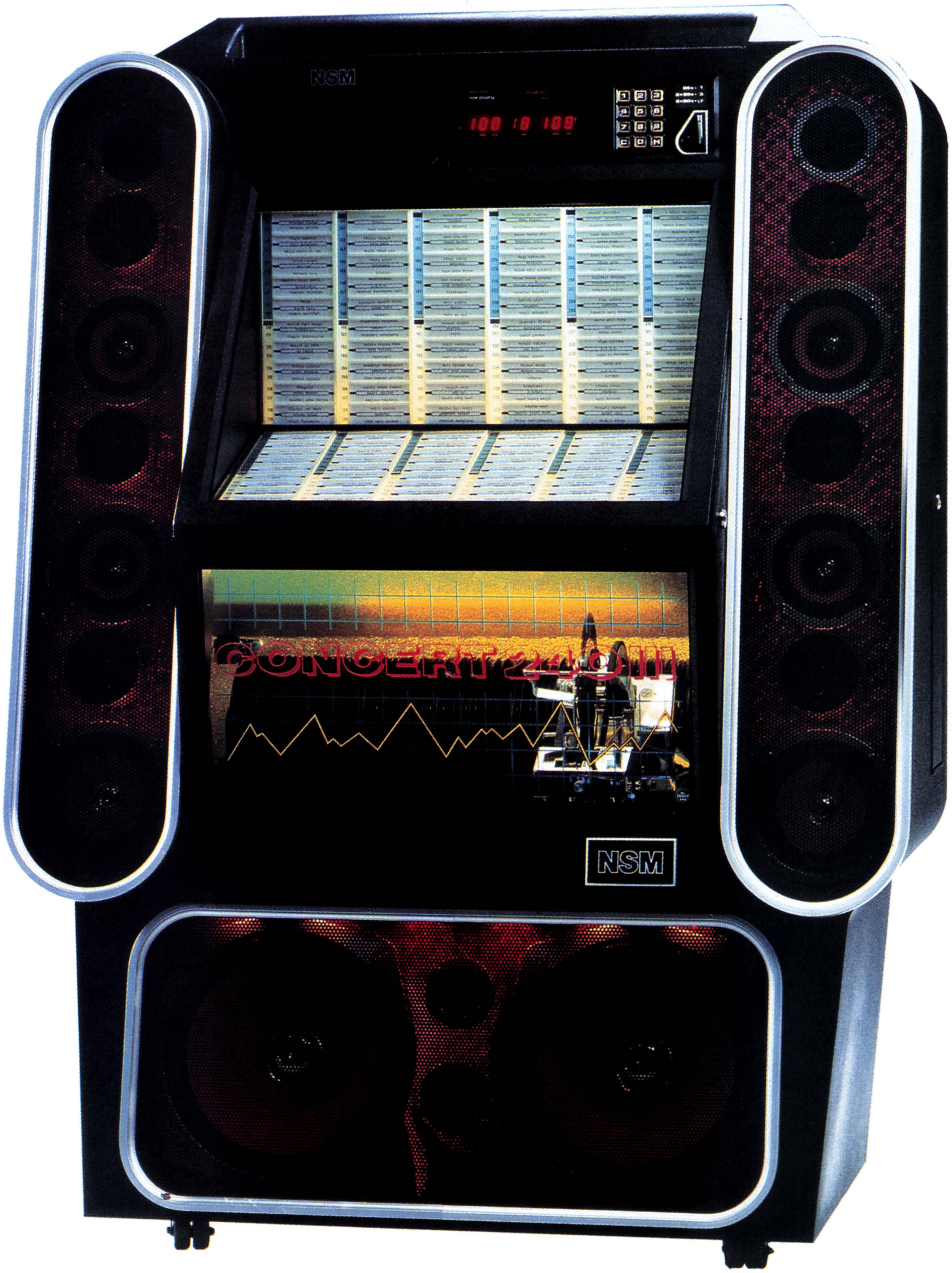
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THE YEAR IN REVIEW

Let's not forget the past

by Valerie Cognevich

The industry seemed fairly content as it entered 1987. Operators reported higher collections and manufacturers were supplying the right games. However, hand in hand with this contentment were tremors of recognition of what happened the last time the industry felt such satisfaction, just prior to the video bust. As the year neared the end, comparisons were made to 1982 and operators admitted that they were worried. Too much equipment flooding the market, prices higher than they should or need to be, poor quality, and the dreaded close-outs added fuel to their fears. "I may have forgotten some of the pain in the market during the video boom, but it seems like we are heading that way again," observed Jim Stansfield in a coinman interview. He also pointed out that close-outs were devastating. "The minute they start talking about closing out a game, they are discounting the price because the market is full of that equipment. That scares me!" Most operators agreed and admitted that an apology from a manufacturer after a close-out was not much compensation. In fact, a game was shown at the AMOA show in November that had already been reduced!

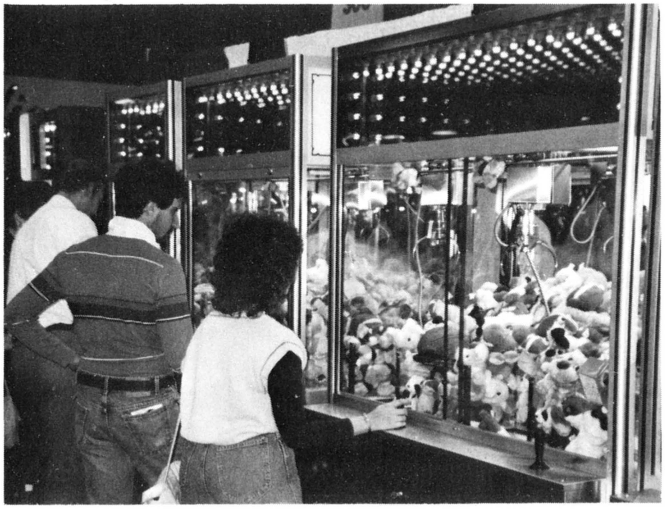
We had referred to 1986 as the Year of the Crane, and that distinction carried over well into 1987. Newer models of cranes continued to dominate Play Meter's new product pages. Plush and other merchandise also continued to expand into newer, sometimes costlier, ideas. Pinballs, darts, and video games continued to generate a following, and a newcomer, condom machines, was suddenly extremely popular. There was also more focus on compact discs, as operators wondered whether to CD or not to CD, and manufacturers offered a wider choice of product.

AMOA and AAMA continued with old programs and added new ones to promote the industry. The jukebox license fee, though a trying subject continued to receive its share of awareness, albeit though with a defeatist attitude. And in a rare development, several manufacturers plunged into the arcade business, furthering concerns that the manufacturers were setting out to claim the prime and prize locations.

Cranes

Operators continued to devote attention to their cranes. While we entered the year with a phenomenal 24 companies manufacturing cranes, it was the suppliers that grew in number during the year. The average price of plush rose, unsurprisingly since it's what's inside the cranes that counts. Players were after more than just an inexpensive token; they wanted quality plush, T-shirts, jewelry, and other novelties. Several distributors who had been successful selling cranes, ventured into the supply end and have repeated their success in that area. Grayhound, Brady, and Betson have found that in dealing with customers buying cranes, they were providing valuable knowledge about stocking them. Expanding into crane and merchandise supplies was a logical step.

A crane manufacturer explained the crane explosion, "For one we were getting out of a video depression; video grosses dropped off considerably. The public had reached a saturation point. Then cranes came out and they gave something to the player for his quarter."



Theard, Play Meter's managing editor in an article on cranes and merchandisers, "The only stumbling block in the path of more crane success is overcoming the hurdle of local laws that restrict crane operation because of misconceptions about cranes."

And another crane manufacturer added, "Many companies selling cranes today may not be in existence tomorrow. There will be a leveling off process nine months to a year, but cranes will be a staple of the business."

Arizona placed a tremendous hurdle in the path of crane operators when it declared that according to a new gambling law, cranes and merchandisers were illegal. "This law will definitely affect operators and distributors in Arizona," said Bob Snyder of Bob Snyder and Associates, a consulting firm. The Arizona state association, dormant for years, was revived to fight this law.

In New Jersey, cranes were pronounced gambling machines and could only be placed in specific locations licensed by the Bureau of Amusement Games Control. And while these states, and others, adopt a wait and see attitude about the lucrative crane business, operators are distressed to see some operators making it worse for the majority. Seeding cranes with money, stocking machines so winning is difficult, and ripping off customers is bound to have an unfavorable impact on crane operators everywhere.

Phonographs

While jukebox operators awaited their $10 rebate checks from an agreement with the performing rights societies the year before, they were writing new license fee checks for $63. The fee was supposed to be $50 *if* there were a predetermined number of jukeboxes registered. Unfortunately for jukebox operators, the number fell considerably short. However, operators claimed that the number was unrealistic to no avail. ASCAP and BMI continue to rake in the fees from those who have paid it all along. As was pointed out, it's very unlikely that the copyright tribunal is going to go to much trouble to go out and find unlicensed jukeboxes for a mere $63. Of course, the Berne convention treaty is under consideration, and should it be adopted, the copyright tribunal may find it worth their while since the fees are predicted to be higher than operators can even imagine.

But license fees was not the only jukebox-related subject on operators' minds. The compact disc was a hot topic. And though Seeburg was the first to introduce a truly compact disc phonograph, by the end of the year others were following suit. Rowe viewed it slightly differently when it introduced the combo unit, a mix of both 45s and CDs. Operators who were reluctant to commit fully to CD had the opportunity to stick his toe in the water. "When Seeburg introduced its compact disc phonograph last year, it dared the rest of the industry into the future," noted an article titled "The CD box: A revolution, but for how long?" "It took 35 years to come up with something better than the LP, and this is it," said Harvey Campbell of Mobile Record Service. So popular was the CD that many declared Seeburg's Nostalgia jukebox, with CD inside, the hit of the AMOA show.

Operators generally agreed that CD was the way of the future, Seeburg said it was the future now, and still others felt that it's time had not come. Mel Sonier of Eastern Music Systems said, "The promotional aspects of the 45 will keep it around a long time. There's simply nothing on the horizon to replace it."

In an effort to promote the jukebox, AMOA formed a jukebox promotion committee with the following goals: to create a greater awareness of the jukebox and its entertainment value to the general public; to develop jukebox selling tools and to communicate information to the jukebox operator so that he can compete more effectively in a changing marketplace; and to develop a closer relationship with the recording industry and related groups. Appropriately, 1988 will be the 100th anniversary of the jukebox.

Pinball

The industry entered 1987 touting a pinball revival. Data East, a company that had given the industry some inspiring video games, launched a pinball division hiring some famous names in that area--Gary Stern and Joe Kaminkow. "One of our strengths is our distribution," declared Data East president Bob Lloyd. "We wanted to have product that we could sell through our distributors and the pinball is a natural. We think more people are starting to operate pinballs."

His statement was timely when driving games and fast pinball dominated the second annual ACME show in New Orleans. Williams, once again, took top honors with its *F-14 Tomcat.* Data East's first pinball, *Laser War* drew crowds of believers. However, the game, scheduled to be shipped shortly after the show was delayed for more refinement. Data East showed it again at the Chicago AMOA show in early November, and once again operators took a liking to it. Again, at AMOA in November, the line-up of pins was impressive.

Premier debuted several new pins over the year, but its latest *Victory* had all the elements for a super game. Operators felt the shots were better than in some earlier Premier games. Premier also introduced a new vitrigraph playfield, described as graphics etched directly onto a mylar surface using a new

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process. Complaints of maintenance and cleaning should be minimized with this new technique.

However, while pinball manufacturers rushed to put out the best pins available, a black cloud was forming. Operators at the AMOA show quickly agreed that there were some exceptional pins but added that the pipeline was full. "We only need so many really good pins right now," one operator stated. "The ones I bought last year are still new as far as many of my locations are concerned, and I probably won't be buying any more for a while."

Other equipment

A new product line invaded the industry. Condoms and condom dispensers were suddenly in abundance. The trade shows found more and more space for them. Operators seemed the perfect choice for operating these machines since most are already operating other equipment in bars and lounges and other places condom dispensers would fit. With the proliferation of AIDS, condoms are being billed as a detriment to the deadly disease. However, operators are leery about the equipment. "I will fill a request for a machine but I am not actively soliciting locations. I just can't see that there will be that great of a demand. Most people, I don't think, will buy that kind of product in a vending machine."

However, the new products continued to enter the market. At last count there were over 20 companies offering a condom machine. Of those, most offer the condoms, even if they are not manufacturing them.

Table soccer, darts, pool tables, and air hockey all fared well this past year. Operators looking for long term equipment began seriously looking at some or all of these types. Darts generated a tremendous following thanks to the efforts of Valley, AMOA, Arachnid, and Merit, in helping operators get involved in leagues. "I can tell you one thing, if you don't run leagues, don't buy dart games," summed up one operator. Operators agree that to successfully operate darts, it requires time and effort in forming leagues.

Video games

What a year for video games! There were some of the best introduced as dedicated games. However, some of those introduced as dedicated games hit a sour note with operators. The quality was appalling. "I don't mind paying the price for a dedicated game, but I don't like paying for an inferior cabinet," an operator noted. There was also concern about the violence being portrayed in video games. Konami's *Contra* received the most press because of its coincidental introduction during the Iran/Contra affair. The game was mentioned throughout the summer in local and national periodicals.

AAMA and AMOA

Although AAMA and AMOA began a campaign against parallel boards early in the year, AMOA soon changed its position paper. AMOA had issued a position paper

against parallel game boards but later reviewed its position. AMOA stated that "there were complex and unsettled questions surrounding the legal rights of owners, importers, and users of genuine goods which are subject to copyrights or bear U.S. trademarks and are imported into the U.S. without the consent of the U.S. copyright or trademark owner."

AMOA went on to say that "court interpretations of the various statutes involved are far from uniform and it is unclear in what circumstances, if any, a purchaser of parallel imports will be found to be an infringer."

AMOA continued, "The AMOA board feels that if manufacturers do not approve of parallel imports they should focus attention to parties who have breached contractual arrangements with manufacturers and not attempt to place the burden on persons who have purchased them in good faith."

In the meantime, AAMA hired four more FBI agents to join Bob Fay in cracking down on the copied game and parallel boards problem. Said AAMA president, Maury Ferchen, of the move, "This shows AAMA's commitment to fighting the counterfeit/parallel import problem facing the industry."

The controversy heated to a boiling point when just days before the AMOA, the president of AMOA was served search warrants for allegedly operating copied games. Operators at the AMOA rallied around Dick Hawkins vowing support, while manufacturers and distributors said he got what he deserved. To make the matter even more volatile, of over 5,000 games on his route, less than a dozen were seized as suspect, some from his warehouse. However, Hawkins was adamant about his situation not becoming an emotional issue. "This is my battle, not the AMOA's. I don't want this to affect the positive relationship AMOA and AAMA have shared."

But it was an emotional issue. While operators felt the timing was a slap in the face, Hawkins tried to convince supporters that the AAMA hadn't planned it that way.

A seminar at the AMOA show on counterfeit and parallel boards had sparks flying over the issue. The panel, made up of attorneys, a custom agent, and Bob Fay, AAMA's representative, neatly evaded the one question operators wanted to hear answered, "Are parallel boards legal or illegal?" Towards the end of the session, one operator finally asked point-blank but the answer was less than satisfactory. Operators left knowing little more than they knew going in.

In other AAMA news, the association began a campaign to upgrade the image of coin-operated games. AAMA initiated a program to regularly submit positive references to the industry to 3,800 suburban newspapers. "The goal is to provide a flow of information to the consumer about our products that is upbeat and fun," noted AAMA executive vice president David Weaver.

AMOA held its second Washington Conference in May with a tremendous turnout. "If operators only realized how much good they can do here, they wouldn't hesitate to come," said an article on the conference. Plans are underway for a pinball tournament--senators against representatives--next year.

Arcades making comeback

Although the industry had seen arcades closing up shop for several years, this past year we saw the reverse. Large manufacturers bought arcade chains, chanting that the magic is back for the venture. Sega bought the Time-Out Family Amusement Center chain, which amounted to 74 arcades in 15 states, founded by Tico Bonomo in 1971. Ironically, Time-Out had purchased Sega's Fun Center chain in the early 80s. Sega's purchase makes them the third largest arcade chain in the U.S.

Atari bought the Barrel of Fun chain of arcades founded in 1977 by Herbert Skinner. Atari announced that "This transaction was clearly a part of our long term objective to expand our business through arcade operations. This acquisition complements our existing efforts in opening new locations, and much of our future growth will be concentrated in this end of the business."

Other arcade chains viewed the future as bright. Arcade operators said "There is a new whole new generation of kids who've never seen videos;" "To be successful, an arcade must have good employees, clean, working games, and an atmosphere for comfort and security;" "A family game room can't be a dark dingy hole-in-the-wall."

ACME show

The American Coin Machine Expo, the merging of the ASI and AOE, held its second annual convention in New Orleans in March. Attendance was exceptional and New Orleans was a perfect setting. Plans were finalized to hold the next show in Reno in March of 1988.

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COINMAN INTERVIEW

By Valerie Cognevich

JIM STANSFIELD

"If we were like the automobile business and had recalls, most of the equipment would be on recall."

Jim Stansfield, Stansfield Vending in Lacrosse, Wisc., is a second generation industry veteran. His dad started the company in 1940 in Winona, Minn., and Jim spent many summer vacations, holidays, and after school hours learning the business. However, he points out that he didn't really have plans to make the coin-op industry his career. After he graduated from college in 1966, during the peak of the Viet Nam war, he committed to the army reserve. He graduated from college, got married, and started working with his dad full time all in the same month, he says, adding that his dad did not push him in any way. Jim's two teenage daughters, Julie and Janet, have both worked at the company but Jim's emphasis right now is their education. After that is secured, then they can decide what they want to do. When I asked Jim if he considered himself a large operator, he modestly said he was just signing the 125 paychecks for his employees; I thought that answered the question nicely!

Are you involved in vending along with music and games?

We are involved in full line vending and music and games. We operate a commissary and we run a little manual food service. We got into vending in 1966 when we bought our first cigarette route with 22 cigarette machines.

What are the differences between a rural and a city route?

There are some differences, although I'm not sure whether they are advantages or disadvantages. Geographically, it takes much longer to get to a location; you have to schedule your

"I may have forgotten some of the pain in the market during the video boom but it seems like we are heading that way again."

routes differently; it takes longer to move equipment; and there is a lot of overhead figured into the distance it takes to get to and from locations. We have another office 150 miles away. Some of our service cars will travel 50 to 60 thousand miles a year. In rural areas, on the other hand, we don't have the crime rate, high license fees, or those type of problems. But our averages are much less. When I talk to an operator or a distributor in the city and they talk about what a new video game is averaging per week, we seldom meet those averages. It's the same thing in music, pool, and darts. The only thing we can meet collections is pool because rural areas have to be creative with promotion to get the customers into the location. There is not much heavy foot traffic. For instance to operate cranes successfully you must have foot traffic. You don't have that in rural bars.

I understand you are very involved in successful pool and dart leagues. How did you get started?

We have been involved in pool leagues for 14 years now. We have 1500 pool players and 2500 dart players in our leagues. We saw what the Trucano's and Len Schneller were doing with pool in South Dakota a long time ago when they put on a tournament at the Playboy Club. We flew out there and when we saw what they were doing, we plagarized. We employ one league director, one girl, and a part time computer programmer that takes care of it all. It's a high overhead factor.

Is it worth it?

I really believe it is. It's part of our program. We go out and sell it every day.

Although leagues have been gaining in popularity, there are still operators who say it just won't work for them. What do you have to say to them?

It's difficult for me to put myself in Miami or New York City because I haven't been there. That's the type of places that I hear operators say that it won't work. I find it hard to believe that it won't work in other rural areas. I know one thing--if you don't work with leagues, don't buy dart games. We have a population of about 50,000 people in LaCrosse and 154 liquor licenses. Through the collections, I can tell you which bar is not in leagues. It's not so prevalent in pool. At the end of the league season we have a big tournament. In fact, this year we have rented the auditorium for two days at about $2500 per day, because we don't have any other place big enough to set up 40 pool tables. But after the tournament in the spring, dart collections fall more than half unless you run summer leagues. Again, pool isn't quite that bad.

How do you account for having more dart players although it's a newer program?

Darts are new compared to pool. Locations can't get in our leagues unless they are our customer. Traditionally, there have been places that own their own equipment. It's difficult in a rural area to organize a pool league if there are one or two bars that own their own tables. We have bought a lot of equipment in locations because of the pool leagues. It has been instrumental in working with locations. I think the typical jukebox/coin machine operator has had to become more sophisticated because of the anti-drinking laws. We just can't go out like we did years ago. We must have a program to present to the location, we must have location agreements, and we have to know where we stand with them as far as commissions, sound systems, how often we are going to change records on the jukebox, etc. We joined the Valley National Eight Ball Association at the beginning. I even drove the truck with the tables to the tournament site. I believe very strongly in the VNEA. I have nothing but praise for the Valley organization and Chuck Milhem [president of the Valley Company]. Chuck Milhem is what I consider a class act as far as manufacturers of coin operated equipment. He has always supported the operators and is always standing tall at the pool tournament. That's what operators need more of--what Valley has done for the industry. Of course, it has benefited distributors too because obviously they have sold more pool tables.

You mentioned location agreements earlier. Do you use them in all of your locations?

Yes and no. We have locations that we've had since my father has been in business. I can think of one very close to our shop where we once had our telephone at night. We don't have a location contract there. If we approach the location and tell him what we are trying to do, he'll say he never had to sign an agreement with my father and he won't sign one with me. The best thing to do is explain that you just wanted to show him the total program, but that you respect his situation. We then put the unsigned contract on file with a note why he declined to sign. You can't force them to sign

"I think the typical jukebox/coin machine operator has had to become more sophisticated because of the anti-drinking laws. We just can't go out like we did years ago. We must have a program to present to the location..."

agreements. I would be willing to say that 80 percent of our music and games locations are secured with location agreements.

Have you ever had one of your contracts tested?

Yes, we have. One case turned out to be a hero story. It was really a misunderstanding and was our fault and his fault. Anyway, this location got another operator. We sat down with him and explained that our agreement prevented him from doing that. Before it went into court, he agreed to let us keep our equipment in his location. By the way, he has even signed a new agreement with us. Now the other time it did get into court and we won the case but lost that location. But we now know that our agreement is valid here in Wisconsin.

Since you are in vending, do you think it's a natural extension of a music and games route?

Not really, because vending is a completely different business. It involves inventory, fresh food, and even refrigerated trucks. We just bought a new $30,000 refrigerated truck custom-made for our vending operation. And that's just to handle food products; it doesn't handle potato chips, candy, or anything else. When you take on a vending account, $50,000 doesn't go very far.

What you're saying is that it's much more of a major endeavor than some may realize.

I think so. During the heyday, we saw some of the large vending companies get into the music and games business. I may be wrong, but I don't think any of the major vending companies on the stock market are still in the music and games business. When you start weighing shaved ham, start talking about the cost of condiments, cups, straws, napkins and area treatment, you're talking about a major job. We have gone into lunch rooms that are dark and dingy and worked with them to change the lighting, paint the walls, tile the floor, and buy new tables and chairs. I didn't even mention the health codes and liability insurance we have to be aware of. If you are going to be a street vendor, it's relatively simple to be in the cigarette business. It lends itself very well to the jukebox business today. But if you make that transition into full line vending, the cup soda and fresh food, you better have some people that know what they are doing because it is a very specialized business and stiff to get into.

Since you mentioned cigarette machines, which I would venture to say many operators have, has the surgeon general's statements and goals affected that area of your business?

I don't think that the public wants a ban on cigarette machines. I don't think anyone can force that down the public's throat. We have seen cigarette vending machines banned from hospitals, and other businesses now have smoke free environments. Through the years we have seen unit sales decrease while prices increase. Last year our gross dollars increased ever so slightly with about the same number of machines on location. I think that will be a trend to come. The price will probably hover at about $2.00 per pack in the not-so-distant future and unit sales will continue to drop. When I chaperone dances, I notice that the kids don't sneak out to smoke like we did. Smoking today with young people is not in style. It is not accepted. My kids call other kids that smoke, dirtballs. I either blame it on or give credit to my youngest daughter for me quitting cigarettes. She didn't want to ride in my car because she said it smelled. As far as the cigarette business today it is still a pretty good business to stay in if you don't have a capital investment, and you can keep the overhead low. However, I would not recommend that someone go out and concentrate on the cigarette vending business. Years ago, people got into the vending business like we did--by buying a cigarette route. You started by putting them in taverns one at a time. We have taverns today that have a CD jukebox but no cigarette machine. You wouldn't have seen that 20 years ago.

Condom vending has been generating a lot of interest. One type allows you to vend condoms from cigarette machines. Is this a good idea?

That's a very good and timely question. One of my locations, the University of Wisconsin, has asked me to look into condom vending. I approached them with the idea of putting them into the cigarette machines. However, they wanted to handle it, instead, through their hygiene and health care program as health care products. We have several bars that have condoms in the cigarette machines. However, sales were there when we first added them but it was a new gimmick. Now sales are nothing to mention. Other than the requests I've had from locations to add them to the cigarette machines, I don't have any other condom machines out on location. If there is a need for it, I will be happy to honor their requests. It's a whole new thing and I don't know what kind

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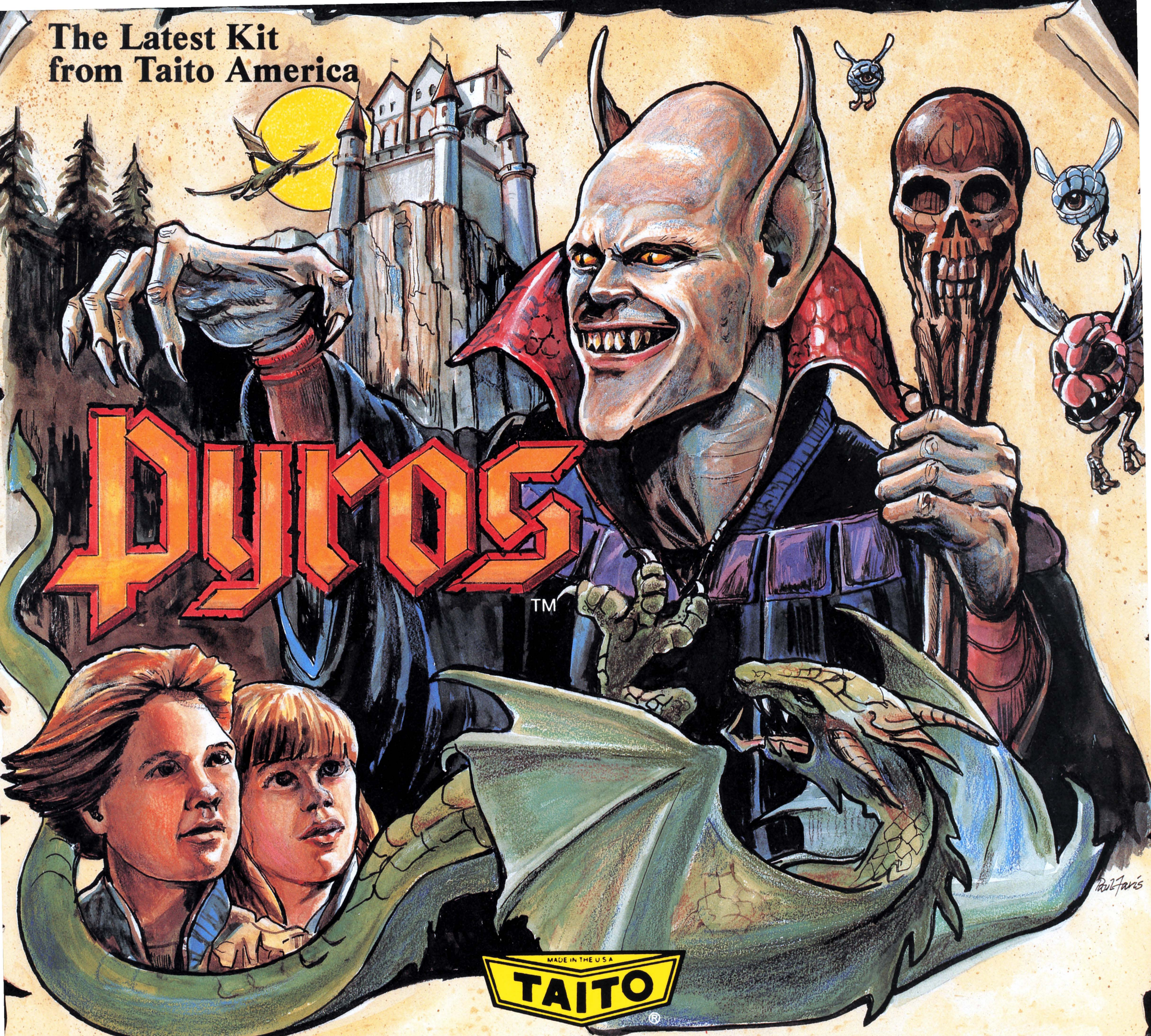
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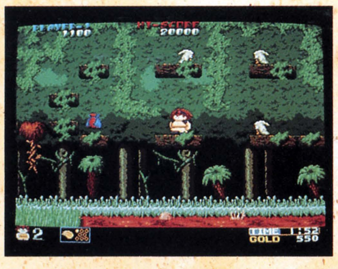
Two youngsters, PYROS and ERIKA, unexpectedly strayed into a wonderland called Wardner's Forest. Upon entering the magical forest, the young girl was changed into a crystal ball by an evil warlock called "Wardner", the ruler of the forest, and brought to a secret place deep inside the woods.

The brave young PYROS armed with only a magic flame as a weapon sets out to rescue his female companion from the clutches of the evil Wardner and bring her safely home. Join him in his adventurous search through the magical forest to save his friend and to break Wardner's spell over the enchanted forest and all the inhabitants.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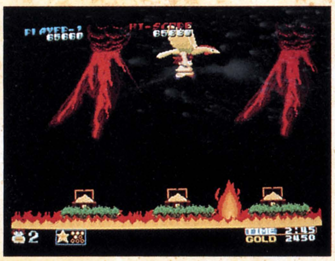
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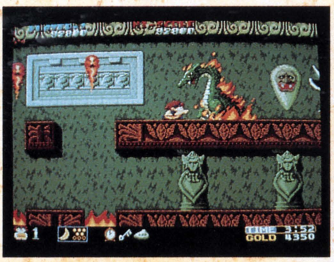
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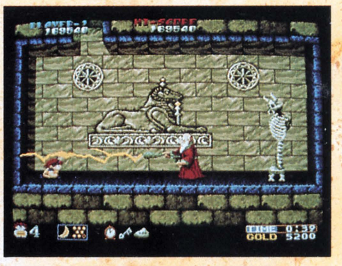
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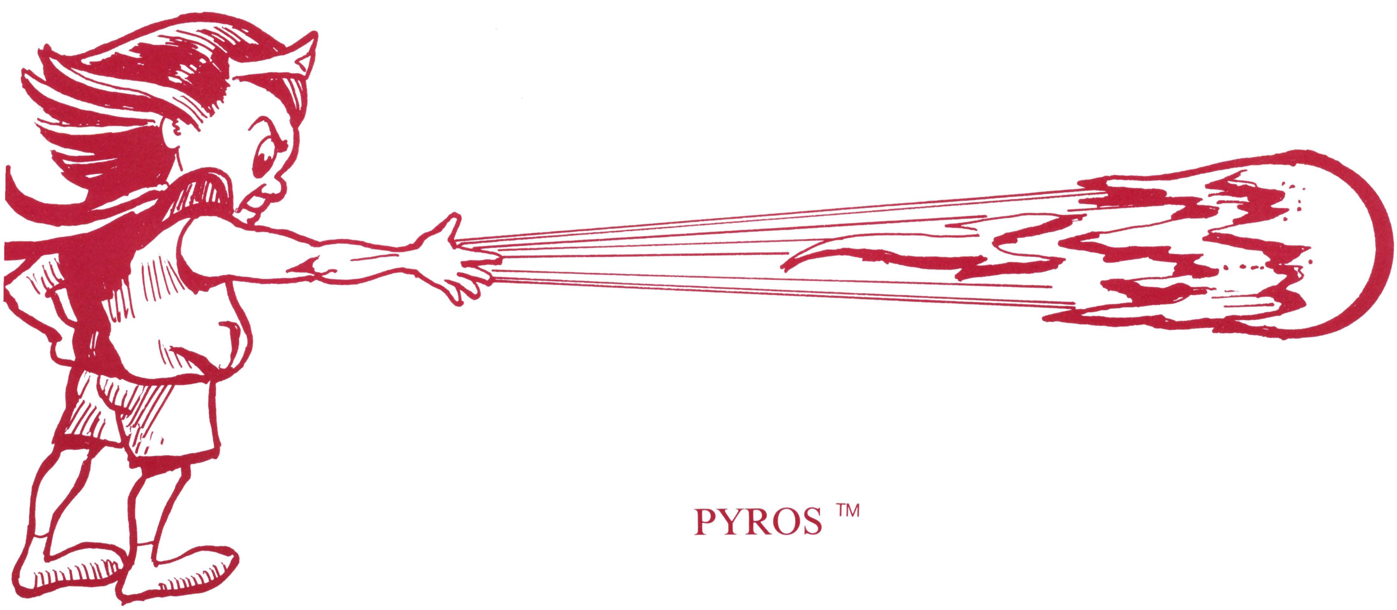

PYROS ™

How to Play:

Use the 8-way joystick to move away from the enemies and destroy them with your magic flame thrower (left button) or quickly jump (right button) away from their brutal attacks.

The magic flame thrower begins by shooting only a single flame but can be reinforced to a rapid fire flame thrower by killing the attackers and picking up yellow balls along the way.

Other reinforcement items can be collected by finding them hidden in the forest or by purchasing them from the merchants' shops located in various places throughout the forest.

Some enemies turn into gold coins when destroyed and the more gold collected along the way enables PYROS to purchase different weaponry from the shops.

There are 4 stages to clear before entering the castle basement of "Wardner's Room". Once inside, you must work your way up through the castle to find the evil Wardner and destroy him.

The continuation feature will help you clear the different stages and your weaponry remains in tact if you decide to continue the game.

The game ends when Wardner has been destroyed and ERIKA safely returns home.

If you enjoy adventure, you'll certainly enjoy "PYROS".

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of user demand there will be. I may be dead wrong, but I don't think people will purchase condoms from vending machines to any great degree. Most ladies don't purchase their health care products out of vending machines. If they have to they would, but I don't think they will. I can't see where there will be a great demand for these machines. I think the jury is still out on that product line and the whole theory behind what it can do.

Several times during this conversation you referred to the business as the jukebox business. Is music an important part of your business?

I only have one CD jukebox out; no combos. It's in a college bar as a rental with a minimum. If it doesn't reach the minimum the bar has to come up with the difference. When we initially placed the phonograph during the summer, there were times when it was real close. But once school kicked in the location has never had to subsidize what the machine took in.

How many jukeboxes do you have on your route?

My secretary tells me that we just purchased 740 ASCAP stickers. Our jukebox route is ice cream clean as far as copyright license fees, simply because with that many jukeboxes if I tried not to include some I would be caught.

Since you have so many jukeboxes, how will CD jukeboxes affect you?

I think we will start purchasing more CDs. At least we will be purchasing something other than what we call the traditional jukebox. However, I don't know if it will be in the form of a total CD player. I was at the meeting where AMOA is trying to form a plan to promote the jukebox and I came away with the belief that there will be some major changes in the industry. However, for right now, we have some assurance that 45s, or vinyl as they call them, will be in production. In our rural market we have a lot of jukeboxes out on leases, minimums, and guarantees. We have to with that many on location. You can't use a traditional 50/50 split in music, either. It just won't work--at least on our route anyhow. If the tavern wants to provide entertainment and use it as a promotional tool to keep their customers, they have to play it themselves and get involved in music selection.

Do many of your locations request CD phonographs?

No. Some will ask, such as the one that we have in the university. One thing, especially in rural areas, is that we are not aggressive on pricing. Our CD player is on 4/$1.00. Different pricing scares the location owners off. To change pricing you must change the jukebox.

But isn't that one of the advantages of CDs--the ability to raise the pricing?

Yes, and they will allow us to do that. Whatever they are doing in the big cities will get to us eventually. I'm not against CDs, I think it's exciting. But it's got to come in time. We will be watching the metro markets, the pacesetters if you want to call them that. I compare it to what we went through in vending. We used to have instant coffee. Then fresh-brew came along. We couldn't go out and buy all fresh-brew vending machines but we put new fresh-brew machines in the best locations. Then as the equipment wore out or became antiquated, we replaced it with fresh-brew. We are doing the same thing again with the new coffee machines with bean grinders. We are now putting those machines in our new or best locations. We'll take it into a location, tell them the features, increase the cup size, and increase the price. And we also adjust the commission, as they say in Washington. I think that's what we will be doing in the jukebox business. We are offering them more selections, a better product, increasing the price, and making commission adjustments. CDs are and will be a good tool as long as the operator doesn't start pricing himself into five or six for a dollar or letting the location do it. That will hurt.

About equipment in general, how do you make your purchase decisions?

Distributor support would be number one. I have excellent distributors in my area. I will buy a piece on his or her (I buy from a distributor and I work with a lady and she is a lady) recommendation. She tells me that if I don't like the game, I can return it. Seldom have I ever had to return equipment. I also listen to fellow operators, the grapevine, and I read the ads in the trade magazines, the hype. I have one man in one of our locations that will rate the games. He's pretty reliable. But I'd say word of mouth from fellow operators and a good distributor is the most reliable.

I was going to ask if you were satisfied with your distributor and obviously you are. But do you really see a need for distributors in the industry chain?

Yes, they are very important. Obviously, I have had time to think about this interview. In anticipating questions you would ask, this will lead to how I feel about the distributors. I think that one of the major complaints I have is the quality of the equipment. It's not the graphics but the equipment just doesn't work. When some games were released from the manufacturer, they couldn't have worked. If we were like the automobile business and had recalls, most of the equipment would be on recall. I don't know how to solve the problem. I don't know how to help the manufacturer/distributor solve the problem. I'm simply talking about quality. Maybe the manufacturers should slow down a bit and make the

"We must get off of the traditional pricing and I think the dollar coin could do it for us."

equipment better. But, of course, I'm not in the manufacturing business and it's hard to tell someone how to fix something if I don't understand the process. However, I do know that I am tired of buying games that are poor quality. I want games that will work. Now this is all leading up to why I believe that the distributor is important. He plays a very important role in supporting my problem. When I get a piece of equipment that doesn't work, we can't buy the PROMs and the parts to fix it. We can't go to the local hardware store to buy a nut and bolt. We have to rely on the local distributor. The distributor's service department must be a real hornet's nest. One of our major expenses in music and games is parts. It's not that major in the vending business. We don't have the quality problems in vending. Of course, in a vending machine they have more years to perfect the product. But in a pinball if they change one thing it affects the whole working of the game. As far as distributors, they are very important. We rely on them heavily, though not for financing like we did years ago. They put on service schools in their place or they come to our location.

Back to the quality of the games. Do you think the quality has gotten worse the last few years, do you see it improving, or has it always been a problem?

With video games, it's gotten worse. With some of our stable lines--pool, music, darts--I think it's gotten better. I may have forgotten some of the pain in the market during the video boom but it seems like we are heading that way again. One of the most devastating things to happen is close outs. The minute they start talking about closing out a game, they are discounting the price because the market is full of that equipment. That scares me. A manufacturer made a dedicated game and I was told there would be no kits of that game. Now there's a kit and here I am with the dedicated game I bought not even paid for yet.

I've heard it before; history is repeating itself with higher prices and poor quality.

The same thing is happening with pinball. We've had a surge in pinball and now one of the major pinball manufacturers has had quality problems on its last two games. I guess when I look at a pinball, I know that some of the problems don't need to happen. We've had pinball for a number of years without the quality problems we're seeing now. I'm really not trying to take pot shots at any manufacturer because I'm sure they've got problems a street operator doesn't understand, but I can't really communicate with them. But, I can tell them that the machine just doesn't work! We have a very sophisticated service department but when we get games without schematics, that tells me something. They don't even have the prints or the paper work on the game. That scares me.

Besides what you just talked about, what are some other major problems operators are facing today?

We are stuck on 25-cents.

Then do you think the dollar coin will help?

If that flies, I think it will be fantastic. I don't mean always to refer to vending, but in vending we don't even buy equipment without a dollar bill acceptor. I don't know if we will get caught having dollar bill acceptors when they don't have dollar bills any more. But one of the major problems an operator has is the coinage. On our coin machine route, other than new phonographs, we don't buy anything with bill acceptors. We must get off of the traditional pricing and I think the dollar coin could do it for us. Just because we failed the first time, I think more operators today see the need for a dollar coin.

As the last question, how do you feel about the future of the coin machine business?

I think the general climate of the industry is positive. I think with this climate, operators, distributors, and manufacturers should try to do everything positive to work together. I hate committees and meetings but all sections of the industry need to take advantage of spending time with each other. Rather than each going their own way, or driving wedges between each other, we need to work together. The money owned by operators today is considerably less than it has been since the video boom. Operators are healthier than they have been in a long time and that's the time to work together. AMOA has been making giant strides. You can quote me as saying that Richard Hawkins has been one of the most outstanding presidents of AMOA.

CHRISTMAS
Joys

Hokkaido and Triax merge to become UA

Hokkaido Electronics of Los Angeles and Triax Electronics of Glendale, Calif., have merged under one roof, effective November 18, and become United Amusements (UA).

United Amusements will continue to be the exclusive distributors for United Artist Theatre Amusement (UATA) licensed games. Currently those games include *Mission XX, Perfect Billiards,* and *Airwolf.* According to United Amusements' Craig Vandenburg, "We will continue our operation as before with our direct-to-operator marketing philosophy. We will offer UATA games and other legal new and used conversion games direct to our customers at the very best prices in the industry."

Brad Brown, Bill Ingram, John Ciccolini, and Michelle Amador will continue to staff the new offices. All current customers and new inquiries are encouraged to call 800-722-8258 (PCB-valu) or write to United Amusements, 1975 Riverside Drive, Los Angeles, CA 90039.

SMS promotes three

SMS Manufacturing of Lakewood, N.J. has announced the promotions of Jim Pietrangelo, Joan Sierchio, and Bob Harzer.

Pietrangelo has been named vice president of sales and marketing. He has been with SMS since it's inception in 1982 and previously held the post of national sales manager for the last four years. Sierchio has been named vice president of finance and administration. Also a veteran of the company, she has held the post of controller for the last five years.

Harzer has been named sales manager. He has been with the company for over five years and spent most of that time as assistant sales manager.

Sal Mirando, president and chief executive officer of SMS noted, "I am especially pleased to announce these promotions. Jim, Joan, and Bob have continually displayed both the talent and dedication to help me direct this company for many years to come."

Rowe announces Home Run promotion

Rowe International of Whippany, N.J. announces a limited time and quantity promotion offer featuring free rental of video jukebox tapes. Called the Home Run Promotion, it applies to each new R-92 Rowe Video Jukebox purchased during the promotion.

Rowe will provide the first nine months of video tapes for free for those purchases made from a Rowe distributor. During the promotion, the Video Jukeboxes can be purchased for $3,000 down (freight and tax not included) with a special financing package for the balance purchased from a distributor.

According to Joel Friedman, vice president of Rowe, "During the nine months of free tapes, operators should increase their collections by as much as $75 per week.

For more information, contact any authorized Rowe distributor or write to Friedman, Rowe International, Inc., 75 Troy Hills Road, Whippany, NJ 07981; (201) 887-0400.

AAMA seizes games in Texas, Virginia

U.S. Customs agents and FBI agents arrested a Texas operator on October 7 for smuggling and trafficking in illegal *Double Dragon* video games, and executed 11 search warrants in northern Virginia on October 28 and seized numerous illegitimate video games allegedly owned and operated by Hunter Vending of Arlington.

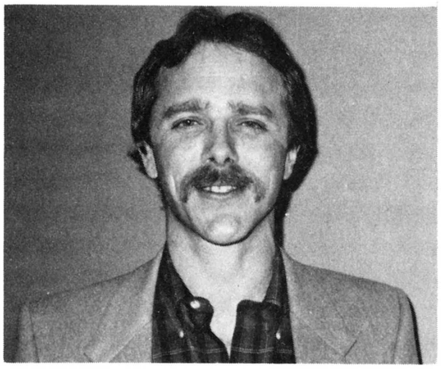
In Texas, agents arrested Jim Rutter at Texas Game Exchange, a game room located in a mall in Forest Hill, a suburb of Dallas. He was arrested based on a warrant issued by Judge Tolle of Dallas and specifically charged with allegedly violating Title 18 U.S.C. Section 545 (smuggling goods into the U.S.) and Title 18 U.S.C. Section 2320 (trafficking in counterfeit goods or services) for importing five counterfeit *Double Dragon* printed circuit boards and five sets of counterfeit graphics. The boards were allegedly purchased from an individual in Canada.

In Virginia, customs agents executed search warrants in Manassas, Vienna, McLean, Haymarket, Arlington, Alexandria, and Fairfax, and seized games from convenience stores, restaurants, colleges, recreational centers, and other businesses. The games seized were products of Taito America, Tecmo, Konami, Data East USA, Romstar, and Capcom USA. This was the second raid in four months involving games operated by Hunter Vending.

Neumann joins Westfield

Jeff Neumann has joined Westfield, Inc., the coin-operated entertainment division of Hellenic Automatic Vending, Inc. (HAV), at its Detroit office.

Neumann will be the company's promotions director and focus his attention on leagues for all type of promotable equipment such as darts, pool, foosball, and others.



Jeff Neumann

Neumann was previously a regional vice president for Hanson Distributing in Warren, Mich. He has been in the coin-op entertainment business for 13 years and is familiar with all aspects of the industry including distribution, promotions, and auctions.

Anyone wishing to contact Jeff may call him at Westfield headquarters (313) 838-5200; or write 19808 Schoolcraft, Detroit, MI 48223.

U.S. Games adds to countertop

U.S. Games of Atlanta has added several games to its *Super Duper Casino* countertop, namely U.S. Chariots, U.S. Craps, Sports Trivia I, and Sex Trivia II.

U.S. Chariots is a horse race with five horses. These new additions upgrade the original countertop to ten game capacity. Just plug in an E-prom for an update; no other modifications are required.

U.S. Games expands the capabilities of this countertop even further by offering keyboards for typing in ads so locations can have up to 10 customized messages.

For more details, write U.S. Games, Inc., 4025 Pleasantdale Road, Suite 230/240, Atlanta, GA 30340; (404) 441-2910.

Arnold joins Nintendo

Chuck Arnold

Chuck Arnold has joined Nintendo of America as eastern regional manager, effective November 1.

Arnold is an industry veteran with many years of experience in both manufacturing and distributing, and is a well known figure in the coin-operated amusement business.

Williams stops phone production

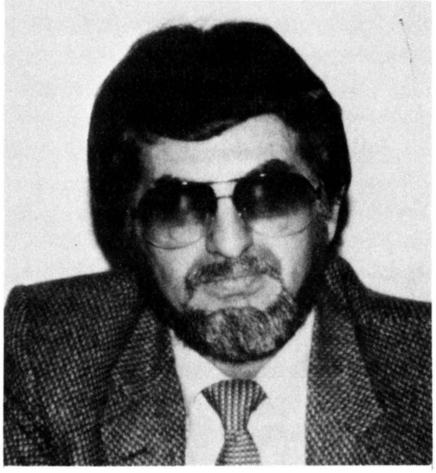
Williams Electronics, a part of WMS Industries, Inc., has announced the discontinuation of Wiltelco pay telephone production. Although the phone has been well received, WMS indicated that unit sales had not reached expected levels.

In other company news, WMS and Elsinore Corp. jointly announced that WMS is acquiring a 5.6 percent interest in Elsinore and that Louis Nicastro, chairman of the board and president of WMS, will be elected to Elsinore's board of directors.

The majority of the shares are being purchased from the Pritzker Foundation. HCC Corp., a wholly-owned subsidiary of Hyatt Corp. continues to own 16.36 percent of the outstanding shares of Elsinore. The WMS/Elsinore agreement provides that WMS may acquire more than 10 percent of Elsinore during the next 30 months only with the prior approval of Elsinore's Board.

Elsinore owns hotels in Las Vegas and Incline Village, Nevada, and Atlantic City. WMS, through subsidiaries, owns hotels in Puerto Rico.

Kaufman starts new venture



Mel Kaufman

Mel Kaufman, a familiar name in the coin-op industry, has started a new company, MBC, Inc., that specializes in cellular phones.

Kaufman was previously with Betson Enterprises for 11 years and joined Imagination Leisure in 1984. He commented, "I enjoyed working with Dick Simon at Imagination Leisure. It was a very comfortable business setting, but I wanted to branch out on my own. I hope I'll be able to accommodate some of my friends in the industry with the advantages of using cellular phones in their business." To contact Mel, write MBC, Inc., 3400 Brush Hollow Road, Westbury, NY 11590; (516) 333-6328.

PPC installs phones in GTE area

Pay Phone Connection, Inc. of Glendale, Calif. had the distinction of installing the first customer owned pay telephone in the GTE calling area on the west coast in early October.

GTE has taken longer than Pacific Bell to deregulate and now faces an open market. Pay Phone Connection thanks Fortec for the custom enclosure and Ernest Telecom for its latest model pay phone, both donated for that first phone installation at Patrick's Roadhouse Restaurant, a gathering spot for Hollywood celebrities and executives.

Pay Phone Connection was the first company to legally install a privately owned pay telephone in California when Pacific Bell deregulated and is a co-founding member of the California Pay Phone Association.

The association numbers among its officers Stephen Edwards, an attorney with 14 years experience with regulated industries; Anthony Fischler, who has experience in international marketing, public relations, and multi-media sales; and Farzad Mobin, who is experienced in the technological area.

Pay phone vendors in California are looking forward to an open and friendly competitive relationship with General Telephone.

Essex lands new export contract

Essex Engineering Co. of Essex, Conn. has signed the third new export contract for its *Videopoint* video tape dispensing machine in the last 12 months and will expand its production force to meet increased demands.

The new $5.7 million contract is for *Videopoint* machines to be installed throughout Australia, effective January 1988. The units were introduced in England in 1986 and have experienced success in Canada. The new machine rents up to 270 video tapes and is a second generation product designed for use by credit card holders.

Kenneth Turnbull, president and chief executive officer of Essex, stated that to accommodate the growing employee force and the development of new business, the company recently expanded it's administrative and manufacturing facilities in the Essex Industrial Park by 20,000 square feet.

Essex also manufactures *24-Hour Flower*, a vending machine that dispenses cut flower arrangements, and a series of document and mail handling equipment. The company is a subsidiary of the Fern Group, a United Kingdom public company with headquarters in Farnham, England.

For more information on Essex products, call (203) 767-8221.

AMOA forms PAC

The board of directors of the Amusement and Music Operators Association (AMOA) has authorized formation of a Political Action Committee (PAC) to obtain funds to assist the campaigns of men and women serving in the House of Representatives and the U.S. Senate.

Although AMOA has made inroads into the political arena with the annual Government Conference in Washington each spring, the association plans to do more to support our allies in Congress now and the years ahead.

According to Dick Hawkins, past president of AMOA, "Major issues affecting copyright laws and rates will be before Congress this year and next. We need to make sure those who understand the importance of our industry know we support them when they need help in their campaigns."

Political action committees are a legal means for trade associations or corporations to solicit contributions for political candidates. The basic purpose will be to accumulate a modest war chest. Decisions on distribution of funds will be made by a special committee of the AMOA board of directors appointed by the president.

The first step is to obtain corporate approval forms to have on file. AMOA offered such forms at its expo booth and has sent them to its member companies. If you have not received one and would like to, call Robert Wilbur, director of government relations, Washington office, (202) 857-1124.

No firm can give approval for solicitation to more than one federal trade association PAC in the same calendar year. If a company has a corporate PAC it can participate in one association PAC. The AMOA PAC is a federal PAC, and its restrictions only apply to PAC's contributing to candidates running for federal office. If your company contributes to a state PAC that gets involved in state or local campaigns, it may still authorize solicitation for the AMOA PAC.

Contributions are strictly voluntary and participation in no way affects standing or membership in AMOA. There is no obligation after signing the Corporate Approval Form. It only allows solicitations for *personal* contributions; corporate contributions cannot be accepted.

AMOA makes statement

The Amusement and Music Operators Association issued the following statement shortly after the November show in Chicago:

"The AMOA executive committee has unanimously decided that it would not be appropriate for AMOA at this time to make any further public statements with regard to parallel imports and the copyright law. After the Supreme Court decision in the Copiat Case [concerns parallel imports in a case involving the Coalition for the Preservation of American Trademarks, Cartier, and Charles of the Ritz vs. the Custom's Service, K-Mart, and 47th Street Photo] has come down, AMOA will re-evaluate the subject. AMOA finds that the recent actions of AAMA in investigating AMOA members for alleged violations of the copyright act have been conducted in a manner which unfortunately has generated a great deal of ill will among AMOA customers and adversely affected the ability of AMOA and AAMA to work together cooperatively of mutual concern."

Introducing...Mr. Vend

Simon Grill has formed a new company called Mr. Vend, manufacturers and distributors of coin-op vending and novelties.

Grill, who was previously with CompuVend has been in the vending industry about six years, first operating a video game route. He then began manufacturing heart rate machines for his own route, developing six different novelty machines by 1986. That year he formed a partnership, creating CompuVend to market his machines nationwide to other operators.

In September, he left CompuVend to form Mr. Vend and his first machine is called *The Kiss-O-Meter*. Grill said, "Like all my previous machines, my new ones are small, rugged, and compact. But they're even more trouble-free and secure than ever."

He added that plans are to introduce at least one new machine per month over the next six months. Mr. Vend has moved into a new plant in the heart of Los Angeles' high tech electronic area. Mr. Vend's address is 9582 Topanga Canyon Blvd., Chatsworth, CA 91311. The phone number is (818)718-6061.

Season's Greetings

Ohio and Illinois congressmen oppose $1 coin

Calling the idea "nuts," Ohio congressman Chalmers Wylie takes his place on the list of lawmakers opposed to replacing the dollar bill with a new dollar coin. Wylie, the ranking Republican on the House Banking Consumer Affairs and Coinage sub-committee, said he carries around a pocketful of metal coins and that the idea of still another coin is being promoted by copper interests, the vending industry, and convenience stores.

Another significant opponent is the chairman of the committee, Illinois congressman Frank Annunzio, who is said to hate the idea of a dollar coin as much as Wylie.

The sub-committee these two represent gets first crack at any legislation geared toward phasing out the dollar bill. Even so, bills have been introduced in both the house and senate to eliminate it. The new coin would bear the likeness of Christopher Columbus, would be gold colored, and made of 90 percent copper.

The Coin Coalition, made up of several different associations including AAMA (American Amusement Manufacturers Association), AMOA (Amusement and Music Operators Association), and NAMA (National Automatic Merchandisers Association), and others in the copper and brass industry, are fighting strongly and actively to see this legislation pass.

Those sponsoring the bills are Jim Kolbe (R-AZ) and Morris Udall (D-AZ) in the House; and Pete Domenici (R-NM), John Warner (R-VA), and Dennis DeConcini (D-AZ) in the Senate.

The Ohio operators association sent, in its newsletter, some facts that operators should consider in assessing the merits of the bill. These include: (a) the treasury right now has 500 million Susan B. Anthony dollars in storage; (b) the Coin Coalition claims the new coin would enable customers to save money since bill acceptors cost $2,400, but retrofitting vending machines to take the dollar coin would cost $400--costs that could be passed on to customers; (c) The Columbus coin has not obtained backing from mass transit systems; (d) no attempt has been made to determine if banks would favor the coin; and (e) if plastic makes the headway in vending that some trade sources predict, what is the future of coins, let alone the dollar coin?

The newsletter added, "In addition, it is unlikely that the House and SEnate bills promoting the Columbus dollar will receive committee hearings at this session of Congress. We urge you to take time to think this proposal through before making a commitment in either dollars or time."

An operator poll Play Meter took last month to determine the feelings of operators reaped surprising results. Of six operators contacted three were for it and three were against.

Team Dart III is announced

The AMOA National Dart Association has announced the Team Dart III championships to be held in April 1988 in Lake Geneva, Wisc. The competition is devoted to sanctioned NDA dart players and is designed to attract all levels of competition.

NDA has also announced the International Competition sponsored by the Valley Company and Merit Industries. Entries are anticipated from Canada, France, Germany, England, Japan, and Norway.

For more information contact Joe Conway at (414)263-2444.

BMI victory

One of the performing rights societies, BMI, was victorious in a lawsuit against a Louisiana operator regarding unlicensed jukeboxes.

Judge Robert Collins, in the two-day trial October 22 and 23, ruled that Xanthus, Inc., dba TAC Amusement was a willful infringer when he awarded to BMI $319,500 in damages plus attorneys' fees and costs.

Judge Collins noted that Xanthus had registered jukeboxes from 1978, the first year license fees were required, until 1981. He also pointed out that the company had received letters from BMI and another of the performing rights societies, ASCAP, reminding Xanthus of its duty to register its jukeboxes.

In the award of damages, Xanthus was found to be responsible for 182 infringements on 22 jukeboxes identified in the complaint. Xanthus claims it has reduced its jukebox route, but was found to have owned an average of 500 jukeboxes in each year from 1984 through 1987. That number controlled the calculation of damages for all the years, three times the unpaid fees for 500 boxes during 1984, 1985, 1986, and 1987.

It was the first instance in which BMI has been awarded unpaid fees for the current registration as part of its damages. It was also the first jukebox case in which there has been a specific finding of willfulness.

Jaguar to be raffled at ACME

You will probably fly to Reno for the ACME show in March, but you may be able to drive home in style! The American Amusement Machine Charitable Foundation will be raffling off a 1988 Jaguar during the Annual Appreciation Dinner at Bally's Reno Hotel on March 9. The dinner will honor Sega USA chairman, David Rosen.

Tickets for the car will be $100 each and a maximum of 1,000 will be sold. The net proceeds of the raffle will be donated to qualified charities by the Foundation.

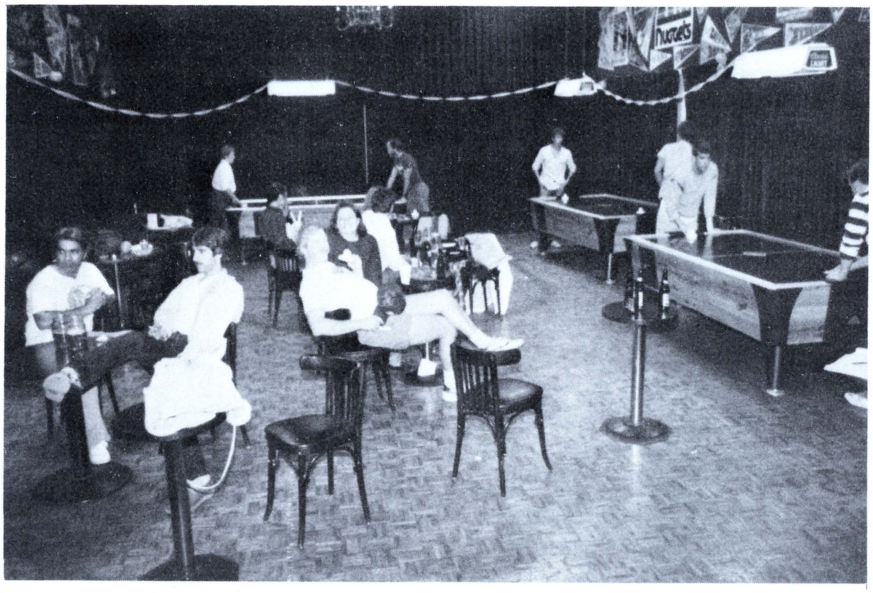
Kramer and Wedges/Ledges make agreement

Kramer Manufacturing, Lakewood, N.J., has made a licensing agreement with Wedges/Ledges of California for a revolutionary conveyor merchandiser Kramer has named *Treasure Hunt.*

The machine was shown at the recent AMOA show in Chicago and received a warm reception from operators. Steve Shoemaker of Wedges/Ledges said, "I like what Kramer has done with the product. The blue cabinet and nautical theme is a winner."

Kramer president Craig Helfricht said, "The flexibility of *Treasure Hunt* will be a great product for our distributors to use to answer the demands of their customers."

Treasure Hunt joins a list of Kramer hits including *High Speed Bonus, Draw Poker,* and *Kramer Krane.* "We feel *Treasure Hunt* will be a strong addition to our merchandising game line," noted Robert Schwartz, Kramer's chairman of the board. "Our sales and marketing team, along with our excellent manufacturing and service capabilities will enable us to provide this product to a broader market than ever before."



The Bank Saloon, which hosted the National Air Hockey Championships, announced the opening of its Air Hockey Center. It featured free air hockey, exhibitions by national tournament players, air hockey literature, and video taps of last year nationals.

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Dynamo sponsors air hockey nationals

Over $6,000 in cash and prizes was awarded at the 1987 Air Hockey National Championship held October 10-11 in Boulder, Colo. at the Bank Saloon, a sports bar featuring air hockey and other sporting games.

The event was sponsored by Dynamo Corp. and competition took place on Dynamo Air Hockey tables. Other sponsors included Wano-Coors, the Bank Saloon, Ead's News, the Video Station, and more than 12 other local businesses.

Jesse Douty of Atlanta captured his ninth national title after edging Mark Robbins of Boulder four games to three. Robbins then battled Robert Hernandez of Houston to take second place. Hernandez won third place. Other finishers in the top ten included Phil Arnold of Philadelphia, fourth; Paul Marshall of Dallas, fifth; Pete LaBella of Boulder, sixth; Bruce Morrison of Boulder, seventh; Bob Dubuisson of Boulder, eighth; and Vince Schappel of Houston, tenth.

All six players who have ever held the U.S. Air-Table-Hockey Table Association's number one ranking were present at the tournament.

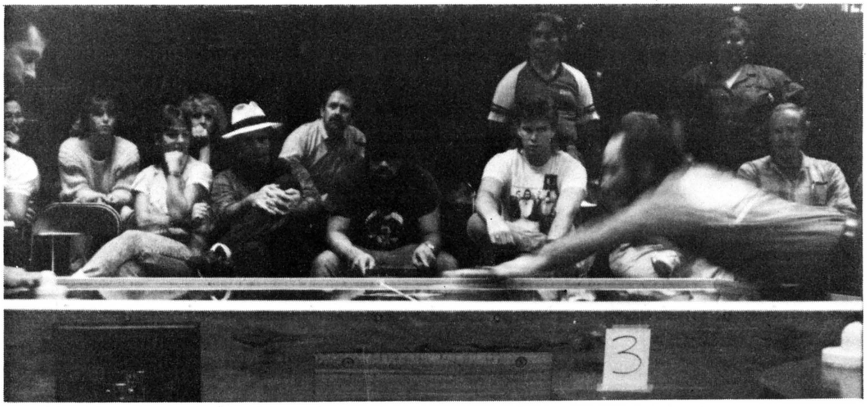
The Pro B division was won by Don Bearden of Houston. Expert honors went to Tony Shipman of Denver; the amateur division was won by Lloyd Quist of Boulder. For the fourth consecutive time the women's national crown was won by Patrice Nale of Houston. Second place in the women's division went to Jenny Spencer of Boulder.

A special Ead's News award for highest finish by a new player (trophy and $100 cash) went to Doug Comstock of Colorado Springs, who finished 16th overall.

Media coverage of the event was substantial and included tournament publicity from two local television stations and radio stations in the area. The tournament was followed by a banquet and awards ceremony at the Bank Saloon.

Harold Arthurs, owner of the Bank Saloon and a participant in the nationals, commented, "The air hockey players were a great group of people to work with. We look forward to more air hockey promotions in the future and invite everyone for an even bigger and better Nationals next fall." Arthurs recently enlarged his air-hockey room to accommodate three tables.

The next big event in the world of air-hockey is a national tournament set for March in Houston. For more information on tournaments, promotions, and equipment, contact Mark Robbins at Dynamo Corp., 800/527-6054 or (817) 589-7699.



Mark Robbins lunges forward in the finals.

Jesse Douty concentrates on his game.

Harold Arthurs of the Bank Saloon, far left, congratulates the winners, left to right: Mark Robbins, Jesse Douty, Robert Hernandez, and Patrice Nale.

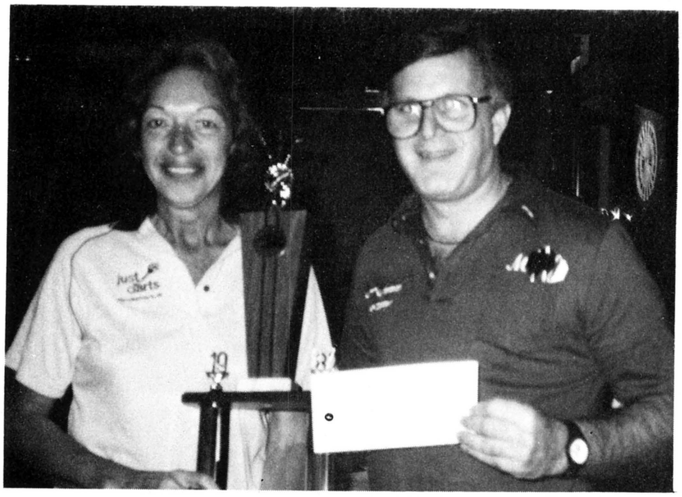
World Series of Darts

During Halloween weekend in Indianapolis there were no ghosts or goblins for Merit's first World Series of Darts Tournament. There were only dart players competing for over $3,000 in cash and prizes. Held at the Holiday Inn, the event drew shooters from Indiana, Kentucky, Wisconsin, and Illinois who competed in seven events that featured Merit's latest version of its popular dart game, *Double Bullseye Cricket*.

"Everyone worked together to make this event successful," said Merit's tournament director, Bob Mills, referring to the help from J & J Distributors and Indy Amusements.

Players were not the only winners. Merit joined forces with the National Kidney Foundation of Indiana and over $300 was raised at the tournament. Martha Bracher, director of the foundation, threw out the first dart to begin the tournament.

Mort Ansky presents check to Martha Bracher of the National Kidney Foundation.



Women's Singles champ Carol Merriman with Mort Ansky.

Women's Doubles Champ Karen Zimmerman of Oshkosh, Wisc. with Merit's Mort Ansky.

Open Doubles Champs Steve Ruff (l) and Bub Honeycutt are awarded trophies by Mort Ansky.

Open Singles Champ Jim Ratliff of Indianapolis with Mort Ansky.

AMOA Expo '87 Special Events

In addition to the buzz of interest over new equipment and time spent on the exhibit floors, AMOA was also the occasion for several special events this year, starting with a reception on Nov. 4 honoring outgoing president Richard Hawkins of D&R Star, Rochester, Minn.

Industry associates congratulated him on a successful year--one marked by constant travel and contact with operators all over the country. "Hawk" really cares about this industry and the operators who make it work and it showed in his dedication during his tenure as president.

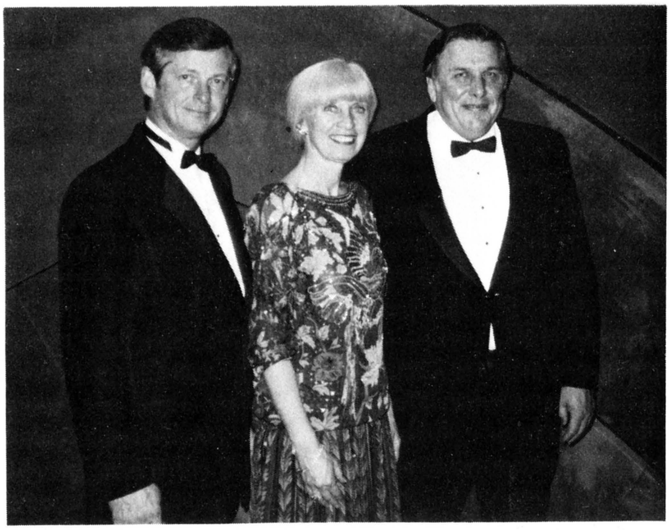
Next came a big Wisconsin welcome on Nov. 5 for Wally Bohrer, Jr. of Hastings Distributing, Milwaukee, incoming president. About 200 attendees were there to welcome Wally to the top post. Ralph Fleege, WAMO president, gave an official welcome address and read letters from Milwaukee Mayor Maier, Wisconsin Governor Tommy Thompson, and U.S. Senator Robert Kasten.

WAMO, Bohrer's state association, went all out for the party and had raised funds to bring the singing group The Young Ambassadors to the event.

Bohrer's goals for the coming year include strengthening the partnership between association members and the professional AMOA organization, emphasizing the quality of amusement and music service companies, and establishing our industry in the eyes of the consumer as a clearly better entertainment value.

The following evening of Nov. 6 AMOA held its annual awards banquet and stage show and formally inducted its new officers for 1987-88. The much anticipated game award winners were: Most Played Video (dedicated)--*Out Run* by Sega; Most Played Conversion Kit--*Arkanoid* by Romstar; Most Played Pinball--*High Speed* by Williams; Most Popular Crane--*Big Choice* by Betson; and Most Popular Other Game--*Cougar Cheyenne* pool table by The Valley Co.

The AMOA Award of Merit was presented to the late Senator


Richard Hawkins and Wally Bohrer with Cece Zorinsky.

Wally Bohrer addresses crowd at WAMO party in his honor.

AMUSEMENT & MUSIC
AMOA
OPERATORS ASSOCIATION
AND MUSIC OPERATORS ASSOCIATION

AMOA officers, l to r: Jack Kerner, Clyde Knupp, Wally Bohrer, and Jim Trucano.

Ed Zorinsky, who was a long time friend to this industry. His wife, Cece, accepted the award.

Music awards were presented for best pop record, soul record, country record, songwriter, and rising star. A floor show complete with stand-up comic and nostalgic tunes sung by The Four Lads made for a full evening.

In addition to Wally Bohrer, other new officers inducted at the banquet were: Clyde Knupp, Amuse-O-Matic Co., first vice president; Jack Kerner, Melo-Tone Vending, treasurer; and Jim Trucano, Black Hills Novelty, secretary.

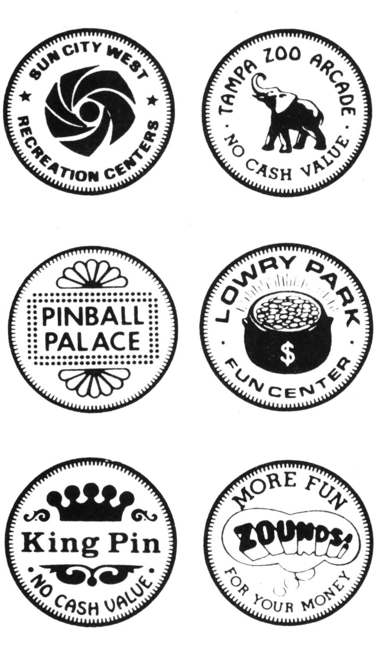
Elected as vice presidents for a three year term were: R.A. Green, III, Rosemary Coin Machines; Richard Scherer, Oakland Cigarette Service/United Music Corp.; and William Stone, Stone Amusement Co. Randy Chilton, Chilton Vending, was elected as a vice president to fill a two-year vacancy.

Elected to the board for three year terms were: Cheryl McCown, Vend Music Services; Tony Parina, Automatic Merchandising; Jerry Derrick, Derrick Music Co.; Don Hesch, A.H. Entertainers; Ed Velasquez, Velasquez Automatic Music; Stan Seymour, Seymour Music Co.; Jimmy Martin, Great Games; Jim Stansfield, Stansfield Vending; John Bell, Bell's Music Co.; and Fred Britt, Britt Music Co.

Contributions to the Wayne Hesch Scholarship Fund were coming in during the entire Expo and the final tally was a whopping $71,871. Manufacturers generously donated equipment that was raffled as a first grand prize and second

Rhonda Fletcher and John Margold of Betson with award for best crane.

TOKENS



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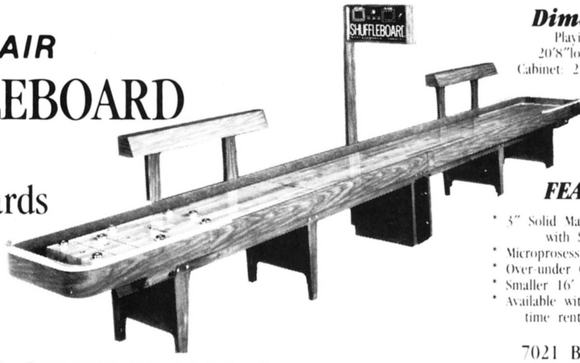

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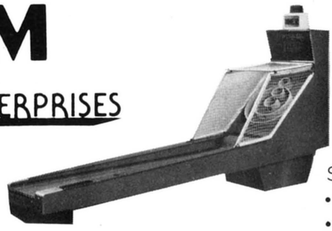

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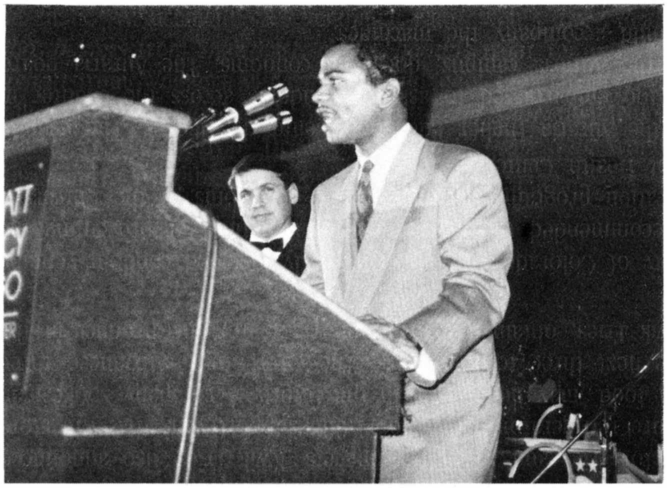


Tim Jackson of Romstar accepts best kit award.

Crowds gather around Nolan Bushnell after his keynote address.

grand prize. The big winner of 10 games was Ted Nicholls, Automatic Amusement & Vending, who won: *The Real Ghostbusters* from Data East, *Cycle Shooting* from Taito, *F-14 Tomcat* from Williams, a dart game and pool table from The Valley Co., *Xenophobe* from Bally Midway; *Up Your Alley* from Leland, *Tiger Paw* from Drews Distributing, *Dunk Shot* from Atari, and a Wurlitzer jukebox.

The second grand prize went to Richard Scherer, Oakland Cigarette Service/United Music Corp., who won five games: *Arena* by Gottlieb/Premier Technology, *Super 6* by Arachnid, *Skill Crane* by SMS, a Dynamo pool table, and Rowe CD combo jukebox. Capcom, SNK, and Romstar each donated kits for individual prizes and Sega donated two televisions. Nolan Bushnell of Axlon, Inc., video game guru, gave the keynote address at the AMOA annual business meeting on the last day of the Expo. Bushnell predicted that our industry will become systems operators in the future, changing games by modem from a central location.

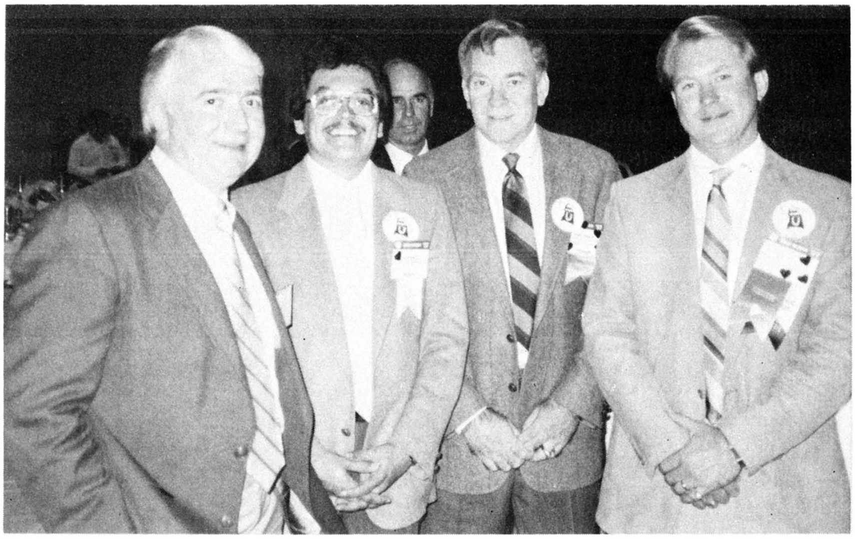
He reminded operators to be aware of equipment conditions, cautioning that the public is not so desperate that it will play any game, especially ones with fuzzy screens or dirty controls. Operators must give a fair value, he noted, and keep products in as top shape as possible, adding "machines that do not work steal money."

Bushnell commented that one thing we haven't been able to do in the industry lately is have a public relations or advertising presence because the industry is fragmented. He explained one of his theories, saying, "good movies beget movie success--people who enjoy a movie are more likely to go to another movie soon. It's a coat tails effect that can be applied to our industry as well. The movie business goes in big swings. Does that sound familiar?"

According to Bushnell, only two percent of the population gives us 90 percent of our revenue. He commented that in the *Pac-Man* era the industry had its broadest base of players, partly because games were mentioned everywhere. "It was on everyone's lips," he said, "business was booming. It was crazy and wonderful. We experienced then three times the coin drop of today. With advertising that can happen again."

He wholeheartedly endorsed the proposed dollar coin, saying the lack of it is a big problem in our industry. "We are an impulse business," he said. "A $1 and $5 coin could mean a business increase of a third or maybe half."

When concluding, he said, "We have the ability to bring happiness to the masses. We can have a prosperous life and make a contribution to society."



After the annual meeting, l to r: Jimmy Martin, Ed Velasquez, Clyde Knupp, Jerry Derrick, and R.A. Green, III.

OHIO

The Ohio Coin Machine Association (OCMA) created a legal defense fund earlier this year to support actions to combat regulations on cranes, considered by some Ohio law enforcement officials to be gambling devices. The association requested all operators, distributors, and manufacturers to donate $100 per crane owned or operated for the legal fund and has retained the Tampa, Fla. law firm of Salem, Saxon, and Nielson as crane counsel. OCMA has published three honor roll listings of companies and individuals who have contributed to the legal defense fund--their help is greatly appreciated. Anyone who has not yet participated is urged to do so.

Much has been written about collectors of classic jukeboxes, but now collectors of classic pinballs are being highlighted. John Crilly of Canal Fulton has over 25 pinball games in his home. He numbers bingo games from the 40s, reel-type scorers from the 60's and 70's, and newer digital machines with sound effects. Crilly prefers pinball to video games, noting that you memorize a video game but can never really master a good pinball. He numbers among the favorites in his collection *Black Knight, Orbitor,* and *Captain Fantastic.*

COLORADO

The Colorado Springs-based company Kwik Fries International has awarded a $15.6 million contract to Micro Metals, Inc. of Colorado Springs to produce 2,500 vending machines in the next ten months. The vending units will dispense french fries and chicken nuggets in 40 to 60 seconds at a cost of 75-cents for fries and $1.25 for nuggets. Kwik Fries also announced a $3.5 million contract with Lamberet USA of Lamar to manufacture refrigerator bodies for 1,000 support vans that will store fresh potatoes and nuggets. Additional products, such as Mexican food, may be offered in the future. A company spokesman predicts that Kwik Fries machines will be in all countries in the next three to five years. They were first introduced three years ago in Italy. In 1986 Bruce Hunter, now president of Kwik Fries, obtained distribution rights for the product in the U.S., Canada, and Mexico.

Following on the heels of the University of Denver, the University of Colorado at Boulder recently installed condom vending machines in some bathrooms on campus. An AIDS task force recommended the installation as a method of preventing the spread of AIDS. Profits will be donated to a campus AIDS education program. Machines are in restrooms of the University Memorial Center, the recreation center, and Wardenburg Student Health Center.

Condom vending machines have been requested by students at the Auraria Higher Education Center in Denver. The general feeling is that vending units in restrooms would help students too embarrassed to ask for condoms across the counter in stores. Metropolitan State College, one of three institutions on the Auraria campus, does sell condoms. The Auraria board is considering the proposal. Information on AIDS prevention would accompany the machines.

CALIFORNIA

As a result of AB 2020--the California Beverage Container Recycling and Litter Reduction Act--many creative means of recycling glass and aluminum containers have been proposed, including reverse vending machines. Such machines were mentioned in last month's State Update under Pennsylvania news. Reverse vending means consumers place recyclable items in a machine and get cash back. The items are compacted in the machine and later resold. Convenient recycling opportunities for consumers is the driving force behind this new kind of vending. There is bound to be more on this subject in the future as several companies are entering this new field.

GEORGIA

Old jukeboxes never die, they are just reconditioned and resold to a nostalgia-hungry society and Europeans who have become smitten with them. That seems to be the case according to Marietta native Bill Bickers who owns Jukebox Friday Night, an East Marietta Shopping Center business that sells reconditioned Wurlitzer and Seeburg jukeboxes from the past.

Bickers stocks from 20 to 55 jukeboxes at a time. He has been returning them to good working order since 1964. His customers include restaurants who want a 50s or early 60s look and people who want a jukebox in their home. The boxes are getting harder and harder to find as their popularity returns and Bickers employs scouts to find jukeboxes in other parts of the country. He finds the most desirable period is 1950-1959. Bickers feels that jukebox "art" peaked in 1957, noting that boxes of the 60s are plainer, but less expensive.

CONNECTICUT

Essex Engineering, a manufacturer of video vending machines, now plans a new vending unit that dispenses fresh-cut flowers. The company's video vending machines have been sold to operators in New Haven, Danbury, and Fairfield, and operators in other states and overseas. The new flower vendor will offer arrangements priced from $8 to $22--a boon for forgetful husbands and incurable romantics.

Essex, a 25-year-old company, was recently purchased by the British investment group of Fernplan Limited, which has specific growth plans for the company including upgrading the image of automated vending devices. Both the video vending machine and the flower vendor are computer controlled and allow operators to compete with 24-hour-a-day businesses and convenience stores. Payment in both machines can be by credit card. Club cards may also be used for the video unit or cash for the flower vendor.

SOUTH CAROLINA

Video vending units are also in the news in Myrtle Beach where a Viewer-Select vending unit has been installed at the Myrtle Beach Air Force Base's main exchange. Memberships are being sold and customers will be able to get movies whenever they want. Other Viewer-Select machines are planned in the Shore Drive area, on the south end of Myrtle Beach, in Garden City, Georgetown, and Charleston. The system works this way: up to 100 customers can become club members and pay one price to rent 10 movies; MasterCard or Visa credit cards are used for the rent and return; credits are removed from the club card for each movie taken or for late returns. Video-Select offers 120 flicks.

NEW JERSEY

A proposed ordinance in the Rockaway township that would have resulted in video game arcades paying a flat fee of $100 plus another fee of $100 per machine has been dismissed as too high. The 1983 amusement fee ordinance was being updated in August, but objections to the fees and comparison studies indicated they were out of line. The new ordinance, adopted this month, calls for a $100 flat fee and a $65 fee per machine.

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VIEWPOINT

Statement from AMOA President, Richard Hawkins

[Just days before the AMOA show, the U.S. Customs Service armed with search warrants visited the offices of Dick Hawkins' to seize alleged copied games. Though Dick was shown strong support from his fellow operators during the AMOA show, he emphasized that he did not want this to become an emotional issue, with AAMA on one side against AMOA. He stressed over and over that the two associations have made too much progress in working together on mutual goals for the betterment of the industry to let it suffer over this incident. While most operators criticized AAMA for the timing of the raid, Dick clearly placed no blame on AAMA. He said that he truly does not believe that they planned it that way. Unfortunately, even if they had planned it, it clearly backfired as operators labeled the move a cheap shot. Because it happened so close to the show, it had more publicity and was the center of attention more than it probably would have been otherwise. It reminded me of getting in a fight with your boyfriend or girlfriend. You are so upset that you say things that you are sorry for later after you make up. I'm sure that was the case here. The two associations had meetings during the three-day show and I hope that they were able to realize that there is a lot to lose. This industry needs two strong associations working together. The following is a statement issued by Dick Hawkins at the show.--V.C.]

As president of AMOA, I have travelled over 140,000 miles this past year. During these travels, I have had frank discussions with operators, distributors, and manufacturers concerning our mutual problems of counterfeit and parallel games. In the last six to 12 months there has been a great deal of activity by AAMA directed to operators in an effort to find counterfeit or parallel games.

On Friday, October 23, 1987, Mr. Robert Fay of AAMA and representatives of the U.S. Customs Department came to may office in Rochester, Minnesota, while I was out of town on AMOA business. The purpose of their visit was to seize allegedly counterfeit games which they believed our company was operating. After eleven days of investigation prior to the 23rd of October, there were ten games that they claim are suspect out of a total of approximately 5,000 pieces of equipment on location, plus an additional eight pieces located in our warehouse.

I have requested that the AAMA and the customs officials return and do a complete inspection of our entire route at my own expense. This inspection started on Monday morning, November 2nd, and will continue until completed. The purpose of this review, at our company's expense, is to demonstrate to this industry that D&R Star, Inc., is not operating illegal games.

These activities raise some important questions for our industry. I am opposed to the use of counterfeit games and I don't know anyone in AMOA who has a different view. The problem that we've all encountered is that it is not always easy to know, as operators, when we are purchasing a counterfeit game. I doubt that anyone in AAMA could always identify counterfeit games. In addition, many of us have purchased routes belonging to others and have even less opportunity in those circumstances to determine if any counterfeit games exist. Even more difficult problems arise in determining whether games are parallels. All of us have been under intense profit pressures. If we can find a game that will save us a little money we have enormous incentive to do that. The resources that the AAMA has devoted to enforcement of the rights of the copyright owners of the games, have focused heavily, to my knowledge, on operators and not on those engaged in counterfeiting games, in importing them, and distributing them in the United States. Given the great difficulty that operators face determining when a game is counterfeit, it seems to me that it is inappropriate for AAMA to spend its resources investigating operators rather than attacking counterfeiting at its source. There may be extreme cases where operators knowingly have systematically made a practice of buying counterfeit games as a large proportion of their inventory. If that's the case, those operators are unfairly competing with legitimate operators and I would not lift a finger in their defense. But, when AAMA brings a carload of law enforcement officers to an operator's location and finds ten suspect games out of 5,000, it seems to me that their focus is clearly misplaced.

The chain of manufacturer--distributor--operator has been the backbone of our industry. It has been successful in the past and there is great need for it to continue into the future. It is like a triangle made up of three points...let any point become weak and the structure can fall.

As my term as president of AMOA is nearing completion I can only stress the importance of this triangle. The manufacturers must support their distributor and not bypass this important link as I have seen happen by direct sales to the operator. They must price their games competitively so that the operator will not be tempted to bypass a known winner that he can purchase from his distributor in favor of a cheaper product that is sold by a direct sale manufacturer. The manufacturers must continue to make available high earning kits to help stabilize the operating industry.

The distributors must continue their traditional practice of advising, consulting, financing and helping both the new and experienced operator with the service and wisdom that has made them successful in the past.

The operators must also strengthen their position in this triangle. They must support their distributors. They must support the research and development of manufacturers, for without this support the flow of proven winners will slow to a trickle.

If this happens, our industry will change from the entrepreneurial operator that has made it great, to the conglomerate structure that has overtaken many industries in our country.

I again call upon AAMA and all its member manufacturers to challenge and solve their problem at its source. In our position paper adopted by the AMOA Board of Directors in April, 1987, we stated that manufacturers who find that their products are being sold illegally in the United States should take steps to cut off the flow of those products at their source rather than devoting their resources to pursuing U.S. end users who may have unknowingly purchased such products.

[The question of whether operators should be able to tell a copied board from a legal one was addressed at a seminar on copyright and trademark enforcement. AMOA attorney Elroy Wolff listened to Bob Fay tell operators how to tell a copy from a legal board. Wolff then challenged Fay to sort through a box of boards and pick out the legal ones. To this challenge Fay said he was, in fact, fairly good at determining that and yes, he would do it. Wolff then asked Fay if he would be willing to face criminal prosecution if he was wrong since that is just what operators are doing every day. Wolff pointed out that he could produce boards with all the characteristics Fay pointed out for a copied board but that were legal. It served to show the predicament operators are in. I know it is a serious problem, but I agree very strongly with Dick's point that resources should be spent stopping the problem at its source. In the coinman interview with Dick in the AMOA issue, he said that going after operators for buying parallel games is like cutting your lawn with a pair of tweezers; it just doesn't make sense.--V.C.].

ser•vice/sər-vəs/*n*.

1. Work done or duty performed for others: as, professional services, repair service: 2. See Mountain Coin.

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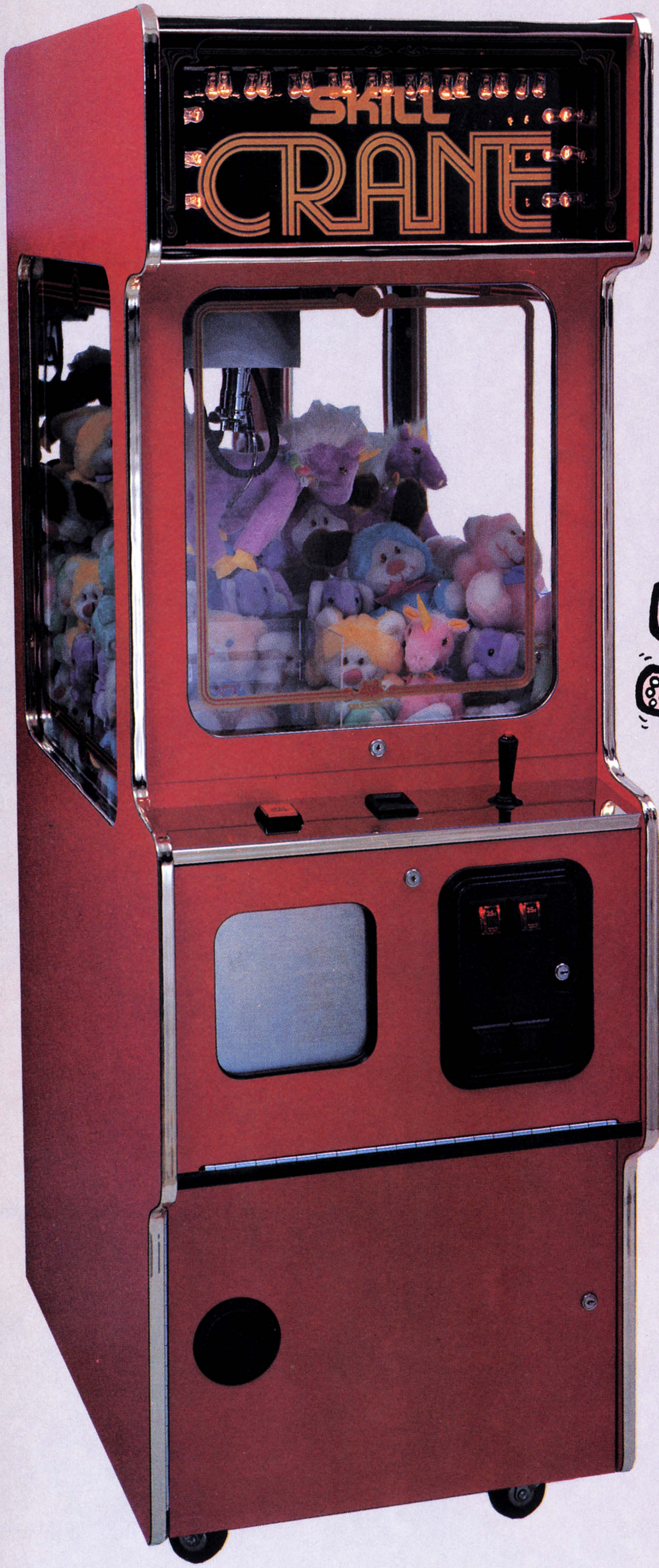

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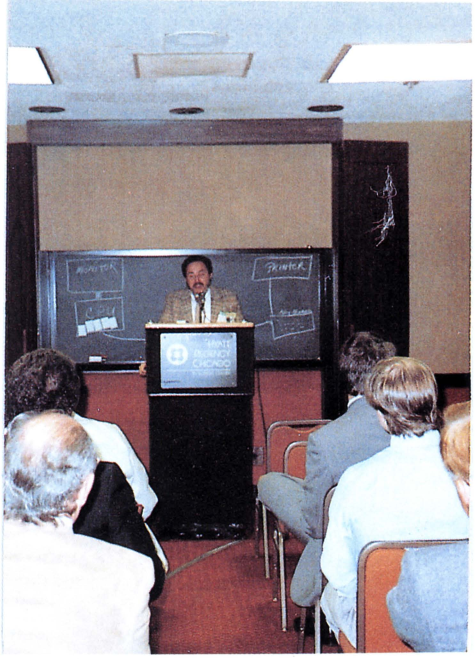
MELTDOWN
R-TYPE
Nintendo
Company, Inc.

Nintendo
Nintendo
R-TYPE
TYPE

L to r: Alan Bruck, Recreational Concepts; Nintendo's Drew Maniscalco, Kathy Savitt, and Brian Duke; Pam Iberson, Space Station; Gary Anderson, Ace Distributing.


MONITOR
PRINTER
HYATT REGENCY CHICAGO

Ted Furkin gave operators helpful hints on using computers.

Mike Wynne, Sportland, Inc.; and David Cottrell, Brady Distributing.

The Leland booth was very busy.

The Data East "pinballs," l to r: Louis Rudolph, Shelly Sax, Claude Fernandez, and Lauran Bromley.

CHICAGOFEST

AMOA Expo '87 Puts The Coin-Op Industry on Center Stage

By Roger C. Sharpe, Valerie Cognevich, Bonnie Theard, and Jim Miller

It's been a long time since the Conrad Hilton and Bill Gersh complaining that the MOA Convention was not aptly named to encompass what the entire industry had become. The MOA added the extra "A" and now the exceptional showcase that AMOA has become amazes all who walk the floors. Anticipation. Expectation. The fulfillment of rumors and precursor of tomorrow's trends, a much anticipated extravaganza, that's where the AMOA Expo stands today.

Interestingly, this year was not so much a 'selling' show but a 'be sold' show. No single piece of equipment appeared to take root as the proverbial hit of the show, although there were a number of standouts. Operators professed to being more cautious which set the mood on the exhibit floor. Operators held the view that there was too much equipment, or not enough equipment, or too much mediocre equipment, or too many good games. It was amazing to talk to so many operators and get so many differing viewpoints on the state of the industry. However, most agreed that they were being very strict and calculating in what they bought.

There seemed to be an undertone of fear that the industry was progressing backwards to where it was in 1982. Operators viewed Bally's *Xenophobe*, prominently displayed. But they knew the game was already sporting marked-down stickers at their distributor showrooms. "It scares me when I see companies starting with the close-outs again," offered a mid-western operator. "I learned my lesson once in this industry and I don't want to get caught with my pants down again."

He was, of course, referring to the video bust days when virtually all games were closed out and few operators bought equipment that wasn't marked down. It was a symptom of the glut, the saturation of equipment in the marketplace. Operators view close-outs as the beginning of a problem and its devastating aftershocks.

Operators seemed to be looking for that long-term investment and manufacturers were willing to offer it in state-of-the-art CD jukeboxes, novelty machines (I haven't seen so many basketball nets since I visited the playgrounds of New York City), and many redemption/digger machines. But for the mainstream products, pinball and video, there appeared to be less of a delineation between leading edge advancements and conventional technological applications.

The biggest surprise was the *lack* of product on the show floor in terms of sheer numbers. Many left the show feeling similar to Peggy Lee when she sang, "Is that all there is?" A rough guess would be at best three dozen different pieces of equipment. It isn't much when you're talking about a multi-million dollar industry.

IMPORTANT DATES IN FOOTBALL HISTORY

January 1, 1902—Stanford and Michigan met in the first Rose Bowl Game. Michigan beat Stanford, 49-0.

the Leland CORPORATION

Relaxing are, l to r: Arnold Nieswand, NSM; Marcella Klocurek, MZ Co. Germany; and Lois Berman, D&R Industries.

At the Arachnid booth, l to r: Paul Beall, Jeff Neumann, Thomas Koosis, Marcio Bonilla.

L to r at Seeburg: David Stellema, Silvercoin; Bob Lentz; Elwyn Herman, South Texas Vending; Jim Parrett, J&M Ent.; and a foreign attendee.

Accessories Unlimited
Accessories Unlimited

Lori Bray (l), and Mindi Loebman, Accessories Unlimited, with Louis Manolios, PNL Vending, and Dale Lazar, H. Lazar & Son.

WICO
SECURITY
CHEMICALS

Steve Butler (l), welcomes Phil Jaworowski, Jr. (c), Four J's, and Ernie Sands, Grand Bahama Distributors.

SKILL CRANES
Quality Is Not Expensive It's Priceless

Lee Melchi, Jack Eiser Sales, assists son Derek in playing *Castlevania.*

This isn't to suggest that the industry is standing still. There just hasn't been that wave of astounding innovation that tantilized a disenchanted industry during the laser disc phenomenon. So the technology, as it was applied, did little to help the industry. But, at least, the manufacturers tried something they knew was taking a giant step and an even bigger chance. The battle lines, instead, are forming around "systems" such as Nintendo and now others getting involved with software for an ever-growing installed base; pinball design evolving within fairly tight boundaries with more subtle changes often simply cosmetic; simulated video experiences, car racing or flying, where elaborate cabinetry is often more compelling than the actual game play; greater reliance on interactive machinery for multiple players with a greater emphasis on sports themes as well as the old faithful shoot 'em ups; and last, but not least, those few departures from the norm that either harken back to a previous era or actually break new ground in presentation and execution.

But the point is that manufacturers are sticking more closely to the tried and true themes. The decision to vary from popular attractions is seldom made. Witness the return of *Pac-Man* in a new version called *Pacmania*. What a surprise! Will it work? Views were never more varied. One operator said, "I just can't believe they are reviving Pac-Man. I think that theme has certainly been done to death." Another offered a thought-provoking comment, "The Pac-Man theme was overdone with mediocre games. The publicity and name could help a good game but hurt a bad game." And really, operators comments lead me to believe that *Pacmania* could be a hit for all the same reasons the first *Pac-Man* captured the nation's heart and quarters--it's fun for everyone, it's not violent, women and kids gravitate towards it, and it is simple to learn. Atari took a chance on this one, but we may look back and say, "What a great idea!"

The question still remains whether or not replacing new product in old wood will bring a better return on investment. Dedicated games once again took their place at the top of the heap of equipment but quality control and product reliability--always an issue in the past--appeared to be much more evident. Operators admitted that they don't mind paying for a dedicated game, but they are relentless when talking about quality. They resent buying a dedicated game that includes a poor quality cabinet. To add further fury, many of these dedicated games soon are sold as kits. Many operators are just hedging their bets, not willing to mortgage their future, for what might be marginal games and attractions.

Anyway, with all this in mind, there were a number of machines that did catch the attention and fancy of passersby. And maybe the best way to attack this review/overview of the entire show is to look at categories of products and what appeared to be the leading contenders for today's player dollars.

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A standing room only crowd for the merchandiser seminar.

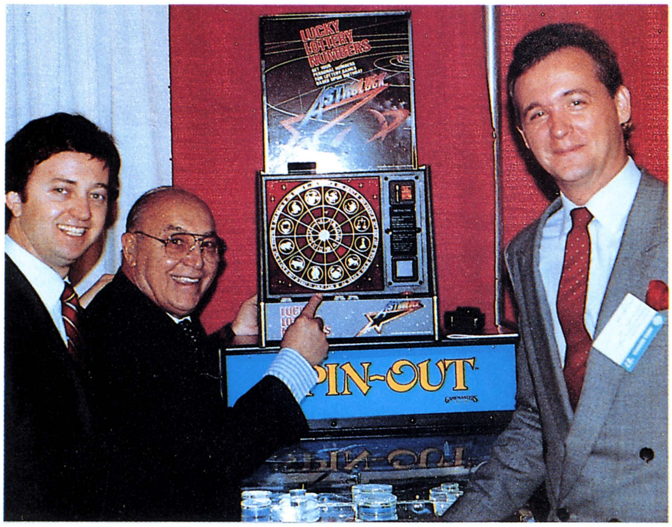
Susan Harrison (Joe Kaminkow's sister), costume designer for Data East.

TAITO AMERICA
ISLAND FANTASY

The Broderson family, Wonder Novelty, l to r: Michael, Donna, Wendy, and Steve.

TAITO AMERICA
"OPERATION WOLF"
New "PYROS" CONVERSION KIT
New "PYROS" CONVERSION KIT

Operation Wolf grabs attention of Bob Souza and Rich Fiedler, Six Flags Great America,


LUCKY LOTTERY NUMBERS
ASTROLUCK
PIN-OUT

Isaac Tourel, Astroluck Corp. (l), with Pete Petropoulos and Mike Macke.

The merchandiser seminar panel, l to r: Bob Snyder, Steve Lipkin, Rhonda Fletcher, Steve Shoemaker, and moderator Frank Seninsky.

PINBALL

It seems appropriate to start with flipper games since they have made such a remarkable comeback. In fact, one of the more interesting aspects of the convention was the action at the pinball machines, although Roger, a devoted pinballer, was disappointed that no European manufacturers were on display. In the past, it was a treat to see the efforts from overseas and their approach to design. However, even with a booming market, there appears to only be room for the domestic manufacturers and the category itself is not breeding multiple purchases as it stands today.

For the most part, many operators are still viewing pinball as a single buy. Operators may have liked two or even three of the models on the show floor, but they were thinking of only *one* game to add, versus three or more videos. And that is the gnawing circumstance facing pinball--most operators are not convinced that they should give up older equipment on location for the sake of adding an extra piece from the current crop. It creates a dilemma for manufacturers, also. Data East, Premier, Bally, and Williams should be commended on the exceptional product. However, one operator summed up sentiments, "The pipeline is full. We needed new pins a couple of years ago, but we just don't need anymore right now."

So you now have four manufacturers fighting to make a sale here, and a sale there. And that's tough anyway you slice it. But despite this, there were some interesting pinball sights led by the much-heralded Data East effort *Laser War*, which finally made it to the AMOA floor after a gala unveiling back during the spring ACME. For those who hadn't seen the piece before, the reaction was extremely uniform--impressive and surprise at the quality of a first time effort. And, more importantly, the *feel* is there with an attractive package that offers all the bells and whistles, along with some basic play that incorporates color keyed targets on the board so that even the novice can have a pretty good idea of what to shoot for.

Over at the Bally/Midway booth hopes were high. Unfortunately for this one-time pinball giant, the past couple of years have been marked by the machine of the month syndrome. Mechanical problems, design flaws, and a market that is unforgiving and extremely tight haven't helped Bally's fortunes. And now comes *Dungeons & Dragons*, which received some decent play on the show floor, but doesn't look to be the savior the company is looking for. One positive note, however, is the new flipper on the game which is a tremendous step forward.

Premier Technology has suffered from many of the same problems that have plagued Bally, but at least some of their recent equipment has been more successful. Trying to pick up speed in the marketplace, the company 'premiered' its latest *Victory* along with *Arena*. The latter has been available for a bit and offers some novel action that's, admittedly, slow moving in parts, while *Victory* has a great deal of promise. Premier introduced its newest vitrigraph playfield which is a polyester based plastic that should help with cleaning, prevent unnecessary wear and tear, and help to keep the play as smooth as possible. The only problem with this excellent machine is an intentional design/programming flaw that makes it a much better bet for single player action rather than multi-player competition.

Finally, in the pinball sweepstakes were a couple of efforts from the leader of the pack--Williams. Besides a champagne edition *Fire* in a wood-grain cabinet, the company put the spotlight on an innovative piece of work from Mark Ritchie and Python Angelo. *Big Guns* is a fast-paced multi-ball extravaganza that introduces catapults to a pinball playfield. The end result is ball movement across the board without bothersome plastics or wire forms and that unto itself is a remarkable achievement that should offer new potential for the future.

VIDEO

Sports were once again a major force in this category of games led by a collection of football games. Whether any of these prove to be better in the long run than Tekhan's *Football*, which was an excellent update of the old Atari trak-ball football, or Taito's successful *10-Yard Fight* remains to be seen. But at least graphics and controls are getting better. SNK previewed its *Touchcdown Fever* with all-new unnotched rotary joystick (shaped like a little miniature football) and an overhead view of the action on the screen, for one-, two- or four-players--depending on whether you want the kit or the dedicated stand-up cocktail table variety.

IMPORTANT DATES IN FOOTBALL HISTORY

September 7, 1895—Jim Brailler became the first professional football player. He received $10.00 per game.

the Leland CORPORATION

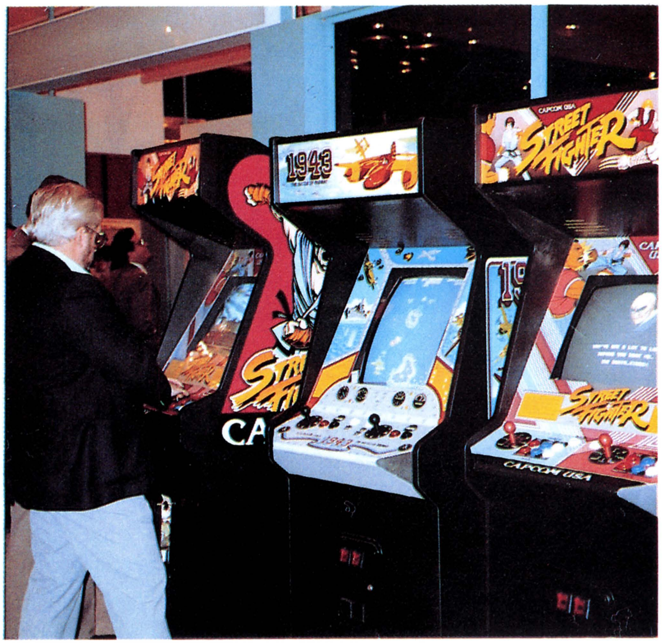
Toni Taylor, Prizes!, greets Chris Long, L&L Amusements.

Mike Dodson, Lawson Music, and Nicholas Fokakis, Pals Music.

SNK Corporation of America
1223-27
Sunnyvale, CA
TOUCHDOWN FEVER
SNK

Paul Jacobs and Sue Jarocki at SNK's booth.

L to r: Tom Goldberg, Jon Brady, and Joe Westerhous.


1943
CAPCOM USA
STREET FIGHTER

Capcom's *Street Fighter* and *1943* got good reviews.

A crowd of about 250 gathered for the Copyright & Trademark Enforcement seminar.

Tecmo Bowl was an impressive-looking machine with dual monitors and the potential for four-player action as well as buy-in options and very realistic action on screen. And *Quarterback* from Leland offers a screen full of plays to select for both offense and defense (however, competing players can see everything in plain sight regardless of how well one tries to disguise the selections); a spring loaded joystick similar to the one used on *Up Your Alley* and *World Series*; and a conventional joystick and button controls. Operators seemed to like *Quarterback*, saying it was a football game designed for those who don't even like the sport. In fact, women were seen dominating the game and liking every minute of it.

Leland also introduced another sports game, *Super Dodge Ball*. The game features a street scene with characters playing a game of dodge ball. Of course, most of us remember playing the game as youngsters so it might just capture some attention.

Another game room staple that received a fair share of exposure was boxing--maybe because wrestling has been done to death--and due to the fact that Nintendo had previously announced a new Mike Tyson tie-in boxing game for the VS System.

Well, Nintendo didn't disappoint with its effort although it lacks much of the magic of the original *Punch Out!*, but there was still more on the exhibit floor to choose from for those interested in fisticuffs. In fact, Nintendo also showcased an unlikely contender, complete with boxing gloves and special padded areas that needed to be hit in order to score points. Add to this some foot pads to use for moving the on-screen boxer and the sport finally attained a new, if somewhat taxing, persona. Also on tap for the VS System was *TKO Boxing* from Data East which appeared to be a decent modification of the old *Ring King*, leaving *Heavyweight Champ* from Sega to garner the cosmetic award for most likely challenger to the title.

Talk about a reach for realism, how about two hand levers and a movable monitor to get players involved? Well, this company which is making a mark with impressive, if not gaudy, cabinetry design as well as high prices, once again brought the invisible boxer to the screen with a 'first person' perspective and the usual assortment of progressively more difficult opponents to contend with.

Not to be left out in the cold during the fall and winter seasons, Atari displayed its VS *RBI* baseball game for the Nintendo system with some appreciable differences compared to the old Nintendo standby. Leland has its different variations of *Double Play* in the spotlight as it continues to hold down a leadership position with many players and operators.

And for borderline sports fanatics Konami had an interesting subtlety thrown in to its *Blades of Steel* hockey game. Besides the action on ice for scoring goals and winning the game via track ball and buttons, there was an additional larger pad button thrown in for fighting--just what the NHL needs to improve its image. But the graphics are nice, comparable to

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KONAMI

At PMI Int'l are, l to r: Rolan and Barbara Smith, Syracuse Coin; Art Torres, Mike Silverstein, Joe Brown.

SMS
DRAW 80 POK

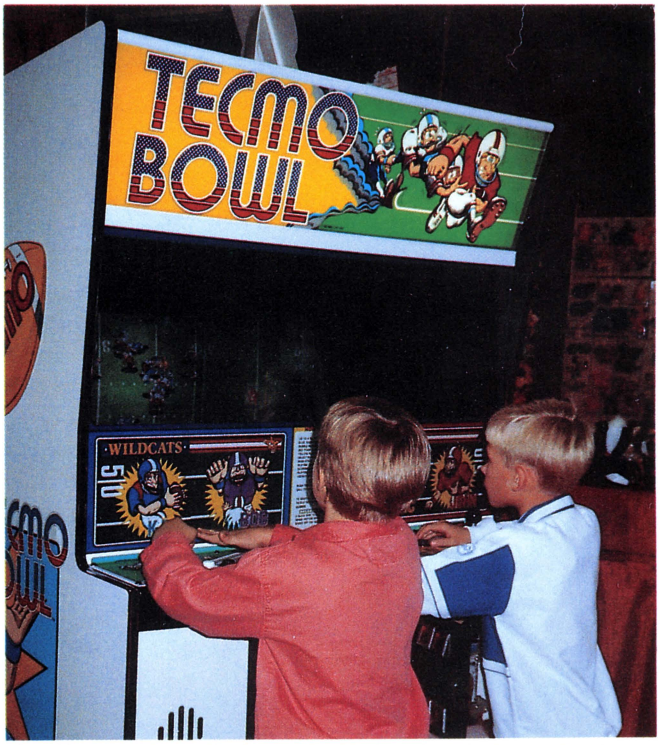
By the SMS *Draw 80* are, l to r: Reggie Kinkade, Variety Amusement, Jim Pietrangelo, Bill Kinkade.

PROTOTYPE GAME
VS. PRO-AM RACING

Fred and Deborah Robinette, D&F Amusements, try Nintendo's *Pro Am*.

QUARTERBACK

Quarterback by Leland was one of the show hits.


TECMO BOWL
WILDCATS

Kids and adults liked the double screen of *Tecmo Bowl*.

At the Art Institute: Lou and Harriet Singer, standing; Mark Singer, Sal and Gloria de Bruno, seated.

the venerable Sente model, and the extra action is there for those who need and want it. But maybe more surprising for the category was the appearance of not one, but two pool games.

Let's face it, except for *Gimme a Break* from Sente, pool hasn't been a big winner on location because it's normally a long playing game that's difficult to understand and harder still to master. Well, *Perfect Billiards* from United Artists Theater Amusements and Konami's *Rack 'em Up* weren't too bad graphically and even offered some novel play for a sport that has never really taken hold as a video.

So you say you haven't had enough car racing games to choose from? *Out Run* wasn't enough and *Pole Position* has lost some of its luster. Leave it to coin-op to introduce more renditions. Romstar's *Top Speed*, its first dedicated game, adds a Nitro button for really fast-paced action. Konami was back with *WEC LeMans*; Atari had its *APB* comic police theme version; and Nintendo was showing off *Rad Racer* for its systems and *VS Pro Am Racing* that has players collecting bombs and other weapons to sabotage opponents as they compete for the first place trophy. Nintendo presently offers 18 proven titles for its *Play Choice-10* plus 10 coming attractions that include *Double Dribble* and *Castlevania*.

Then there were the flying games trying to serve up some nuance that might make the theme more alive and attractive for today's audience. Of course, the big news here was the highly touted *After Burner* from Sega in a movable sit-down cockpit version as well as a stand-up model that offered a novel joystick control and some colorful graphics and sound effects. *A Jax* from Konami was an attempt at a different perspective flying game, where the player looks down and 'thru the screen' for the action taking place.

United Artists brought back a derivative of *Choplifter*, this time tied into and named after the successful syndicated on cable TV show--Airwolf, which shouldn't be confused with *Operation Wolf* from Taito, that was judged best at the show and drew crowds for its gun action. Taito also promoted its new *GTC-100 Universal Cabinet* for video conversions, perhaps in response to game-pleased but cabinet-depressed operator comments about the housing for *Double Dragon*. The new system cabinet has an easy-access front power drawer, swing-down monitor that can rotate to horizontal or vertical position, and three separate control panels for one player, two players, and trac ball.

Hit 'N Miss, (named after the industry??!!), another gun game from Exidy is available as a dedicated or kit. Exidy, in a press release, explained that it had learned the hard way that people want a game with family appeal. "It's back to basics," said Pete Kauffman. "Blood and guts are not accepted in the long run," he added referring to several of Exidy's previous games. *Hit 'N Miss* may be just what you are looking for if you're ready to convert your *Crossbows* or *Cheyennes*. Operators reactions were critical of the sluggish play and the hard to hold/grip/press gun and trigger.

The major dedicated pieces for video were an intriguing ensemble of themes and graphic approaches that broke little new ground, but where there were improvements the crowds reacted accordingly. *R-Type* from Nintendo came heavily hyped to the show due to its success in Japan where an update of the *Nemesis/Gradius* theme seems to spark interest and player response. Irem is the force behind this galactic battle and the graphics are stunning although not that overwhelming in terms of being a breakthrough advance for the technology.

Atari, on the other hand, was back in full force with a couple of promising games that included a 3-D version of old yeller himself--*Pacmania*. Surprisingly, despite some moans and groans about the name of the game the graphics are exceptional and border on the order of *Marble Madness* and more recent Atari efforts. And the word here is that the female market might just have a new attraction.

Xybots, by comparison, was a true breath of fresh air with some solid action on screen, great graphics, a split screen that really works in getting around a world of mazes and enemies that should keep this game near the top of the charts. Some negative comments overheard, however, tended to focus on the cabinet shape and the fact that with this machine that's it, that's all you get--no conversions down the road. Well, who knows about that, but the game does appear to be solid and worth a look.

They haven't come up with a follow-up movie yet, but the action figures and other licensed products are doing well. So why not a video game? "Who ya gonna call" for it but Data

IMPORTANT DATES IN FOOTBALL HISTORY

October 23, 1874—The first goal posts were used in a game between Harvard and McGill University. This was also the first game where admission was charged.

The Leland CORPORATION

IMPERIAL INTERNATIONAL

Paul Cardea, Imperial International (l), with David Goudeau, Southland Distributing.

Dynamo's Mark Robbins with Don Roggs of Ricco, Inc.

DOUBLE DRAGON
TAITO

Steve Pickel and Sandy Whiteford, Drews Distributing, play *Double Dragon.*

L to r: John Busko, R.H. Belam; Eldon and Ted Kingston, Mountain Coin-Salt Lake City; Jack Brown, Mountain Coin-Denver.

The Mating Game
THE MATING GAME

Rhonda Fletcher (l), with Richard Silverman (c), and Gary Isner, Enchanted Castles.

> "No single piece of equipment appeared to take root as the proverbial hit of the show, although there were a number of standouts."

East. There's three-player action with *The Real Ghostbusters* and some name recognition that might just help the game along, at least initially, on location although the action doesn't offer a leap ahead in terms of advancing the art form. Konami also brings back a familiar figure, although he can't be named directly since the license has already been used, but Indiana Jones is alive and well in *Dark Adventure*, a three-player interactive offering that establishes its own world and obstacles in order to gain success.

Rounding out the selection were a host of standard horizontal and vertical scrolling screen shoot-and-dodge 'em ups including: *Extermination* and *Rad Action* from World Games; *Xenophobe* from Bally/Midway with its triple screen action for three players; *Alien Syndrome* in kit form, and a look of Aliens even without Sigourney Weaver in *Megumi Rescue* by Sun Corporation with its variation on the *Breakout/Arkanoid* theme; and enchanted forest derring-do in *Pyros* from Taito, although this company's *Double Dragon* is still getting a fair share of attention.

Nichibutsu, an old favorite of the shows since the days of *Radarscope*, showed off *Legion*, *Terra Force* and the ever popular *Ninja Emaki*. If there was ever a tribute to be made for *Xevious* or *Vulgus* this was the booth to visit, although the Japanese stalwart wasn't alone in paying homage to this type of action. Romstar spotlighted *Time Soldiers*, which is probably *Ikari Warriors* revisited, along with *Tiger Road*, another story of traveling to different floors and worlds, get by the lackies and then fight the powerful 'bosses.' Capcom had a stand-up of *Street Fighter* that was amazing. I haven't seen so many buttons to press since I last looked at my IBM Selectric--six buttons and an eight directional joystick should keep any video fiend happy for hours on end.

Tecmo's *Gemini Wing*, Romstar's *Twin Cobra* Nichibutsu's *Samurai Assassin*, Konami's *City Bomber*, Sharp Image Electronics' *Goindol*, and SNK's *Guerrilla War* are all worth honorable mention.

Of course, there was still more as Gremlin made an almost inconspicuous return with two wall games--*Skeet Shoot* and *Grand Slam Baseball*. Somehow, the remembrances were much better than the actual products, but then the same might be said for *Arcadia*.

In today's market it's tough to push in yet another system, but this new addition to the coin-op ranks was trying to do just that with the *Super Select System* from Arcadia shown also in Leland's booth. Though it wasn't totally operational, there is an arcade action and sport simulation grouping to start with (leaderboard, darts, bowling, hockey, pool), along with that famous *AAARGH!*, shown at ACME in Arcadia's suite. What can be said about Arcadia at this stage is that they're giving *Amiga* hardware a workout, but the system might have a tough time in the home arena, let alone the world of coin-op. Justin Heber, President of Arcadia, said that "a record for new games in one AMOA Show" has to now belong to Arcadia.

OTHER EQUIPMENT

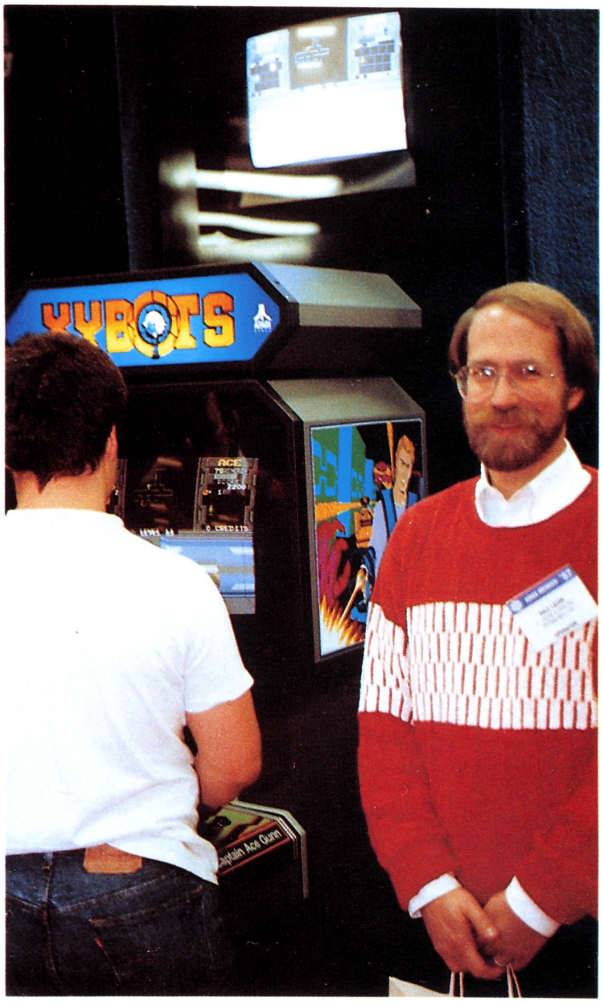
However, the industry didn't rise and fall with pinball and video. As always there was an abundance of other attractions led by the ranks of the latest dart games from the big three--Merit, Valley, and Arachnid. There were exceptional card games from Drews, Grayhound, Kramer, SMS, and the other contenders. Jukeboxes have entered the age of compact disc as evidenced by Seeburg, Rowe, NSM, Rock-Ola, and Wurlitzer.

And lest anyone forget, redemption equipment was plentiful, including Betson's *Scottie the Monkey*, Showcase's *Crown Jewels*, and Hollywood's *Galaxy Blaster* that was a good idea that didn't quite cut it with its action-based concept. In the Gamemasters' booth, a London company, Top Line Leisure, showed its Opto Circular Crane, *Up For Grabs*, a five-foot high, six-inch in diameter circular crane designed to allow players to see other games in the arcade. Other merchandising games, mostly cranes and rotaries, were on hand from SMS, Grayhound, UAI, Kramer, Global Imports, and Central Distributing (showing Smart Industries product).

Old line plush companies like Ace Novelty, Acme Premium, Nancy Sales, Dan Brechner, Rosette, and Nadel Sons were on hand with new additions to their catalogs. Newer entrants in the rush-for-plush sweepstakes include Prizes!, Etone, Merchandise International, Laramie Interests, PMI International, Lil' Mort Sales, A-Plush, Carousel Industries, Impressment Plus, Lauren Stevens' Animal Express, and Famous Industries. HMS Monaco and Accessories Unlimited displayed hard goods (jewelry). Some of the other companies supply both plush and jewelry.

But if this year's AMOA were to be exemplified by anything it was the dizzying array of hoops for all those folks who must have seen the movie *Nothing in Common* and its one scene of some creative basketball playing. I had heard that sports bars were the new big business and so, too, must have Smart Industries with *Shoot to Win*, Smoky Mountain Sales' *Shoot-Um*, Doyle & Associates' *Hoop Shot*, Intermark's *Competition Basketball*, Grayhound (in conjunction with Gamemasters) with

Shari Van Dyke and Marlin Widdison by *Quarterback*.



XYBOTS
Captain Ace Gunn

Dale Lazar, H. Lazar & Son checks out *Xybots*.

AIR FORCE
AIRWOLF
Theatre Amusement

Brad Brown (l), congratulates Art Palter, Woburn Vending, on winning a pool table. Right is Larry Levine of Woburn.

Sheilah and Richard Tolpin of Electro Play Services.

Dickey Martin, J&J Vending, plays *Laser War*. Ted Norton, Norton Vending, waits his turn.

Championship Basketball, Design Plus Industries' *Quik Shot*, Video Tech's *Mini Hoops*, and OHMS International's *Hot Shotz*. The granddaddy of them all, *Pop-A-Shot*, was also exhibiting. So watch out Michael Jordan, coin-op is about to make a case for a new classification of NBA player.

Seriously, though, it was the odds and ends that attracted attention for daring, style, and fortitude under pressure. In essence, "if there isn't a market now, maybe there can be" seems to be the underlying philosophy behind the likes of *The Grappler* from Gametek Systems for those who want some competition arm wrestling. And I thought I had seen it all when I went to Over the Top, the Stallone box office fiasco some months back.

If that weren't enough, nuclear meltdown has always been a popular subject--no doubt more so in Europe--which must be the rationale behind Innovative Concept's interesting *U235 Meltdown*. The play actually wasn't too bad with a pneumatically controlled ball and a joystick operation, but somehow the theme might not be the best, given the times and past events. The company also displayed its *Super Chexx* that received a lot of play and Krull's *Pucker Up* novelty distributed by Muggins International.

Among the countertop entrants was Merit Industries with its flip-open front *Supertop* that comes with 13-inch monitor, universal power supply, and interchangeable control panel--just drop in any game board and control panel to have a new game. U.S. Games showed *Super Duper Casino* and new additions that make it a big 10 game unit in a small package. New games include U.S. Craps, U.S. Chariots (a horse race), U.S. Sports Trivia I, and Sex Trivia II.

Pul from Pul International, is a head-to-head hockey variation which might be an inviting addition if it were constructed better and easier to control. For the same type of feel, Imagination Leisure offered a silver playfield air hockey table well known by now. Dynamo Corporation exhibited its *Dynamo Air Hockey* with air hockey champions Mark Robbins and Patrice Nale on hand to talk with operators. The old reliable shuffle alley appeared from Williams. This year's model is *Gold Mine* and has all the bells and whistles that have made this art form a steady performer in various regions of the country where the faithful are just as ardent as those dart players.

Looking for a way to protect earnings? How about a condom machine such as *Smart Guard* from Smart Industries, *Personal Care Center* from Entertainment Enterprises, or the more imaginative *Sex Tester* from SMS that actually offers a game 'before' the game. Other companies with condom vending machines included U.S.T.C., Hospital Specialty Co., PVC, Insure, Inc., Compuvend, L.J.P. Enterprises, Communidyne, and Mediverse. Condom samples were plentiful, oftentimes attached to the machine literature.

Novelty items included *The Mating Game*, distributed by Betson. Now couples can get a personality and compatibility profile *before* they take the plunge. Movie theater lobbies and similar locations are just right for these types of novelties. Also include Amusement Inc.'s *Org*, a cute little bulk vending machine that talks, blinks lights and plays music; a full-line display from Bob's Space Racers; and Amazing Photo's *Instant Photo Fun*, a coin-op camera; or its larger enclosed photo unit, if space is not a problem.

And, finally, in this wrap-up of the show one can't ignore Prestige Games' *Quarter Horse* with video racing and an industrial strength disc player that gets players from the starting gate to the finish line with what has been a thorughbred performer for a number of years.

To go along with the horse racing theme was the harness racing video game by Select-A-Winner International called *Homestretch*. The game is live color footage of actual races. Another unique feature of this game is the durable galvanized steel case with the front opening door. This allows easy access to the game if any repairs are needed.

AMOA had something for everyone although the abundance of choices are narrowing as manufacturers attempt to do fewer things but do them better. Whether they have succeeded or not remains to be seen. But for the most part, the industry is moving ahead, albeit slower than some of us might like. It is a singular event for seeing old friends, renewing acquaintances, getting a poll of what people are thinking out there; and seeing, first hand, the latest and greatest creations from the leading leisure time entertainment industry in the world.

IMPORTANT DATES IN FOOTBALL HISTORY

QUARTERBACK
QUARTERBACK

November 9, 1987—The Leland Corporation releases QUARTERBACK, the most exciting football game ever.

the Leland
CORPORATION

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Rus Strahan invited distributors to preview NSM's latest products.

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ALOG
00 Titles

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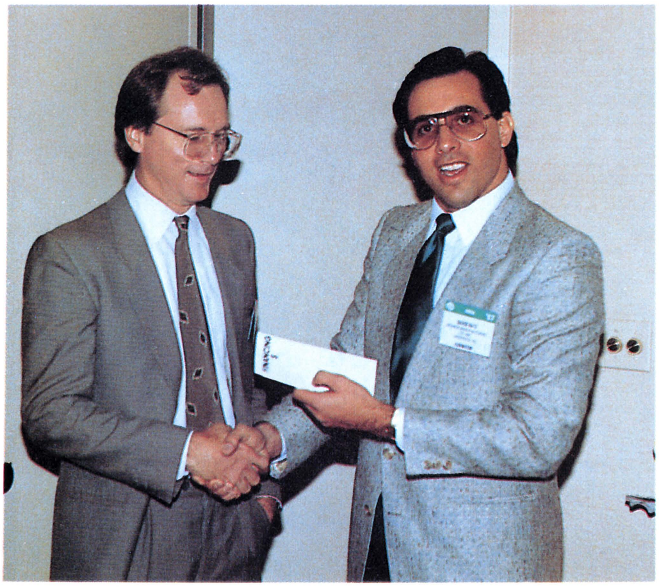

Tom Kiel, Brady Distributing, and David Katz, Kramer.

Harvey Weingarten and Kevin Moody of Kentucky Coin.

The Tarantelli clan, l to r: Jeff, Tom, Matt, Pat.

ROMSTAR
TWIN COBRA
ROMSTAR
Operators commented on Romstar's super conversions.

At the Acme Premium booth, l to r: Jack Kelly, Mary Soebbling, and Rich Cremer.

Rachel Davies, Mastertronics, and Justin Heber, Arcadia Systems by *AAARGH!*.

After Burner drew crowds as it had at JAMMA.

United Artists Theatre Amusements
1127, 29
TECMO BOWL
SKILL DOZER
AU
OPERATION WOLF
WOLF
GHOSTBUSTERS
TBUSTERS
VS. UniSystem
Nintendo
Image Leisure
DIXON AVE. AMITYVI

MATIC PRODUCTS
VALLEY
GOLD DIGGER
Coffee
Double Play
GEMINI WING
TECMO
TECMO

FEATURE

My Hot Picks at AMOA

by Frank 'The Crank' Seninsky

Each year Play Meter asks me to give our readers a quick summary of the games that I think will be the best overall buys in the months following the AMOA Show. At first I wanted to pass this time around because I spent less time on the floor than usual because of AMOA Committee and Board of Director meetings and receptions, and two seminar presentations. However, being an operator, I could not help but be aware of what games I would buy. I had attended the Virginia State Convention just weeks before the show so I got a chance to inspect some of the new games there. So here are my picks:

DEDICATED

1. *After Burner* (Sega): I have been buying some *After Burners* each week leading up to AMOA and after seeing all of the new product will continue to buy more *After Burners*. There were a lot of new games introduced at AMOA, but I don't feel that any of them are better investments than *After Burner*.

2. *Operation Wolf* (Taito): This gun game was everyone's hit of the show and it is indeed a great game. I may try one or two but will be very cautious. *Operation Wolf* will do well in arcades but will it have legs on the street? It is too large to fit in many locations. I feel the timing is wrong to go heavy on *Operation Wolf* as operators have just bought block buster hits in *Double Dragon* and *After Burner*.

3. *Quarterback* (Leland): At first glance I didn't think this simple-to-play football game would attract my dedicated video game players but I've changed my mind. Women were having fun playing competitively against men and a good time is what our industry is all about. Mrs. Sam (Samantha) Martelli of Texas Amusements, Waco, Texas, simply loved *Quarterback*. She doesn't like the roller ball football games of the past because

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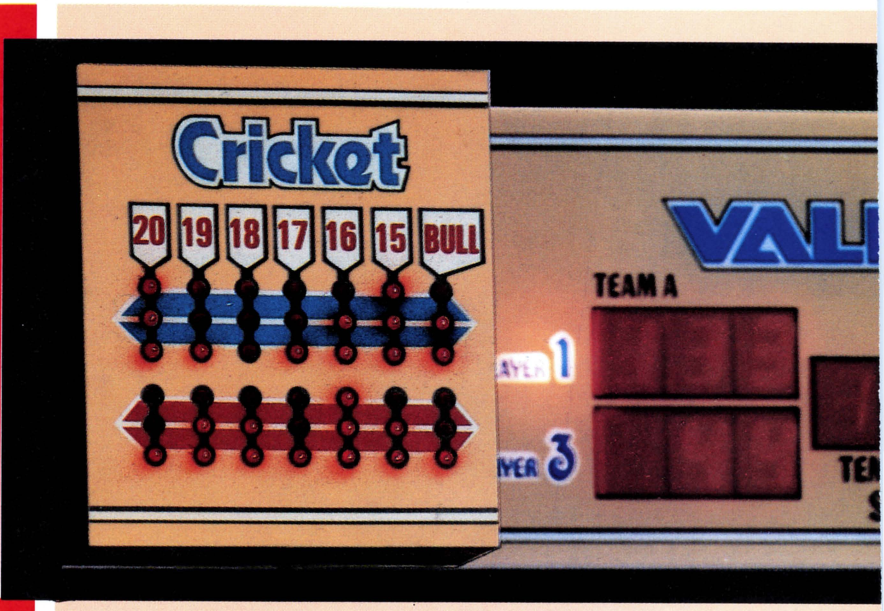

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they require too much energy (both physical and mental) to be proficient. Sam said that playing *Quarterback* was just like watching Monday Night Football and being able to just jump into the TV and take part in the game. I'm going to try this game which is really doing big numbers on the West Coast.

4. *Blades of Steel* (Konami): If you need a fast action sports game that will go nicely in most locations, consider this game. I don't expect it to be a super hit game, but it should earn steadily for a long time.

5. *Xenophobe* (Bally): This game has earned well for me for some months now but has already fallen off in some areas of the country. Since the price is being reduced (closeout), I've had to include it in my dedicated game purchase list. How low will the price go?

Honorable Mention: 1) *Super Ghost Busters* (Data East): It is a great game but it is up against so much other competition. Timing is everything in this industry; 2) *Guerrilla War* (SNK): This game plays like *Ikari Warrior* and will earn well, both on the street and in arcades.

CONVERSION KITS:

1. *Time Soldiers* (Romstar): Two months ago I bought these kits and even after seeing so many others at AMOA I still feel this is the best kit now available. I buy large numbers of only the hottest conversion kits and spend a lot of money on the dedicated games. That doesn't mean that I recommend other operators do likewise. In fact, I feel most operators are better off buying more good kits.

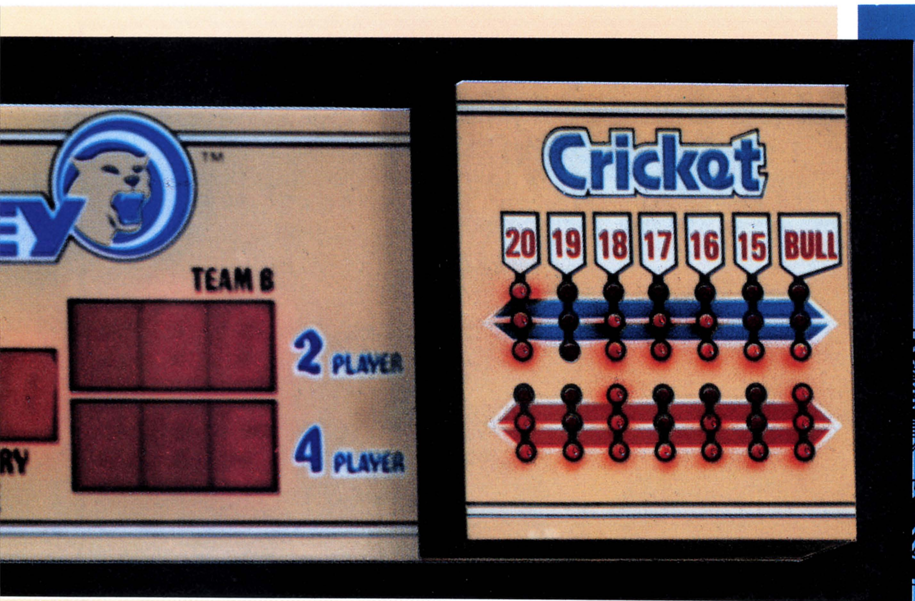
2. *1943* (Capcom): I bought 30-plus dedicated *1943*s which are among my top five earning games. I am very upset that it is now being introduced as a kit but Capcom is offering a $100 rebate for each *1943* upright that I bought for each kit that I buy. It is a small gesture on their part, (I feel I should get about $300) but at least a gesture has been made. *1943* is simply a great game which can go into any type of location. They do not earn when the joysticks break. Change to a solo joystick and watch earnings soar!

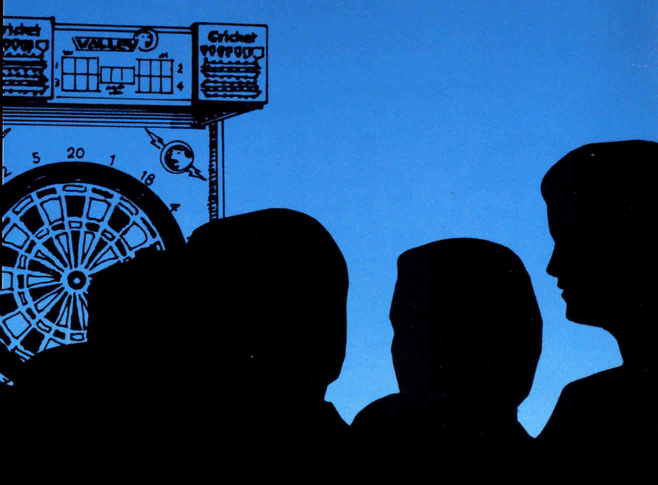
3. *TKO Boxing* (Data East): Honorable Mention.

I feel that most of the VS updates from Nintendo are good buys for your *Play Choice-10*. Many of these were mentioned in prior reviews.

PINBALL:

All of the pinball games are good buys at this time and it's very hard to rank them. I will be buying some *Big Guns* (Williams) and *Victory*s (Premier). The real serious pinball players, like Roger Sharpe and Steve Epstein, told me that *Victory* is their favorite. Bally has come up with their best pinball effort since *8-Ball Deluxe* in *Dungeons and Dragons*. I really like the feel of its flippers. *Laser War* (Data East) has been doing very well on my route but some operators are avoiding it because it is Data East's first effort. I'm really happy that each of our four U.S. pinball manufacturers have





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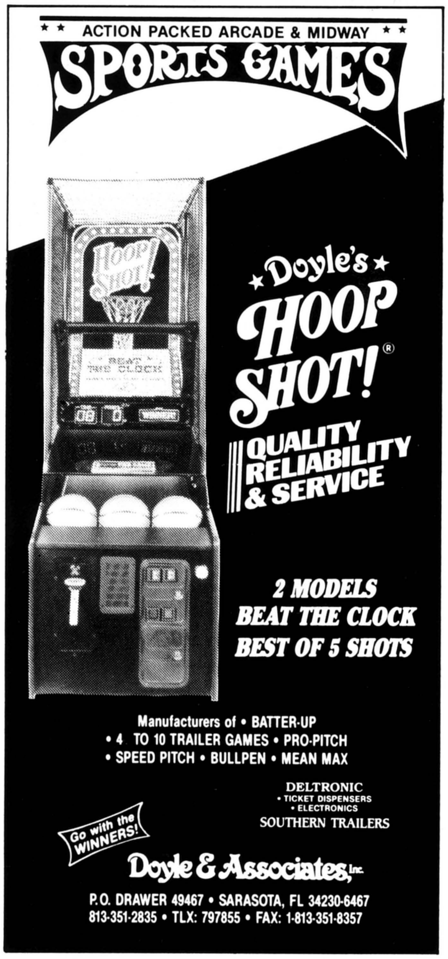
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excellent product. They will all be well represented at the AMOA Congressional Reception in Washington, D.C. May 17,1988.

THE MARKET GLUT

There is simply too much product being produced at the present time. The Japanese manufacturers simply don't realize that the American operator cannot absorb all this (even though it's good) product. I added up the numbers of units (dedicated, kits, system, pins) and came up with over 100,000! Only about 1/3 to 2/5 of this will be bought and paid for at the normal price. It's getting to be like 1982 all over again. Each of the Japanese companies had more than one product to introduce. Some had three or more! Don't they realize that American operators can't pay for their equipment every 12 weeks like they do in Japan? Some of us need more than a year's worth of income on a game to be able to completely pay for the purchase of that game.

If the industry is not to go into another decline, it must be the distributors this time who simply stand up to the manufacturers and say NO, NO, and NO when huge orders are forced upon them. So what if they are threatened with loss of the line. Distributors must keep their operators healthy. It's about time they (distributors) realize that they must stand up and become better businessmen or they will surely not be around for much longer. I am confident??? that this situation will be worked out between the manufacturers and the distributors. There are much larger issues at hand for the three levels of our industry (manufacturing, distributing, operating) to work on. Why is it that my phone has been ringing off the hook all day Monday and Tuesday (after AMOA) with distributors calling pleading with my company to buy some new games? Oh well, it's time to start cranking!

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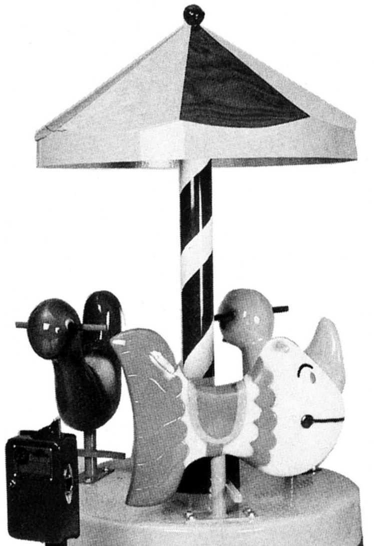
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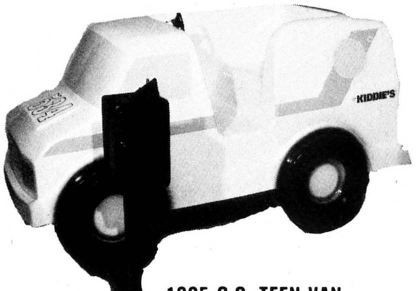

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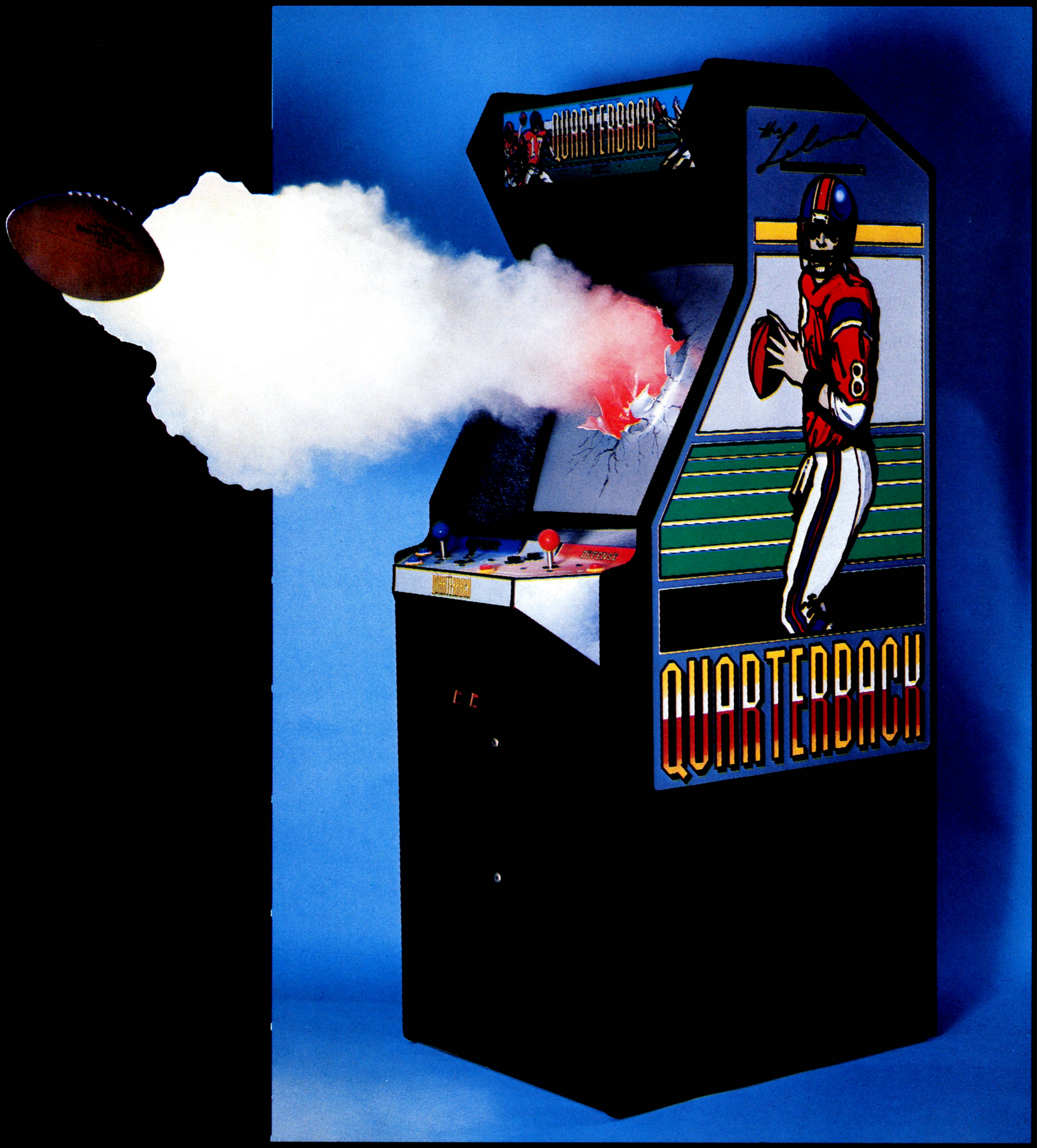
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PLAYER'S PICKS

THINGS ARE LOOKING GREAT ALL OVER

by Steve Harris

Talk about a great show: super people, fantastic product, and one of the best attitudes this industry has seen in some time. Everything is finally falling into place for the post-boom manufacturer, distributor, and operator, and it shows.

Not so long ago the industry was grasping at straws, trying to preserve the inflated earnings of yesterday. A few marginal ideas, such as the laser disc game, came and went, boosting morale with high earnings. But, ultimately, none of these "next generation" machines were able to sustain the interest or player support that their higher price tags promised.

Manufacturers are finally realizing that game play, above all else, is the key to player support and product success. The games bowed at the AMOA reflect this change of ideals, relying heavily on the interactive qualities of the game rather than the tired gimmicks and novelties that were used in the video games and pinball machines of the early eighties.

This special "Best of Show" edition of the U.S. National Video Game Team's Player's Picks spotlights the cream of the AMOA crop in several areas. All have been given their Player's Seal of Approval for outstanding design and exceptional play value. All are highly recommended!

Best Sports Game

And the winner is...
The Leland Corporation's, *Quarterback*.

With so many new entries in this popular genre of gaming, we decided to expand our awards and develop a special category for this important video game theme. But don't worry, not only does this year's winner boast some fine, realistic play, it was also one of the brightest games of the show. *Quarterback* is to football what *World Series*, an earlier Leland favorite, was to baseball. Not only will you find all the subtleties of the sport intact, but a wide selection of variables and incentives have been pulled together in a package that is pure dynamite!

Playing both offense and defense, *Quarterback* challenges you (and a friend for optional two-player simultaneous action) to a full four quarters of gridiron action. Two playing stations have been designed to accommodate multiple players, with each control board boasting its own set of sticks, levers, and buttons.

The action begins with players inputting their initials and birthday (a now standard feature on all Leland sports games) to record statistics and other player information. Next, a menu of teams and team colors are selected and an optional set of playing instructions can be viewed prior to game time.

The game play duplicates the look and feel of real football from the beginning kickoff to the final gun. The offensive player uses a spring-lever joystick (similar to the batting and pitching mechanism from *World Series*) to direct the length and direction of passes and kicks, while an accompanying set of buttons (one for both left and right-handed players) accomplishes passing and kicking maneuvers as well as the jumping of pass receivers. The defensive assembly, meanwhile, includes a joystick to control a highlighted member of the team and another set of buttons for jumping.

Before each play, an outline of eighteen offensive plays and twelve defensive plays are graphically represented on the screen. While this may seem as though it leaves the competition open to spy on your chosen plays, the designers of *Quarterback* have cleverly given competitors the opportunity to disguise their play selections by changing the selected play *after* the designated diagram has been chosen.

Once both sides have determined their forthcoming plays, the two teams clash and the game begins! The computer controls the majority of the characters, sending receivers downfield and linemen in to cut off the quarterback depending on the play.

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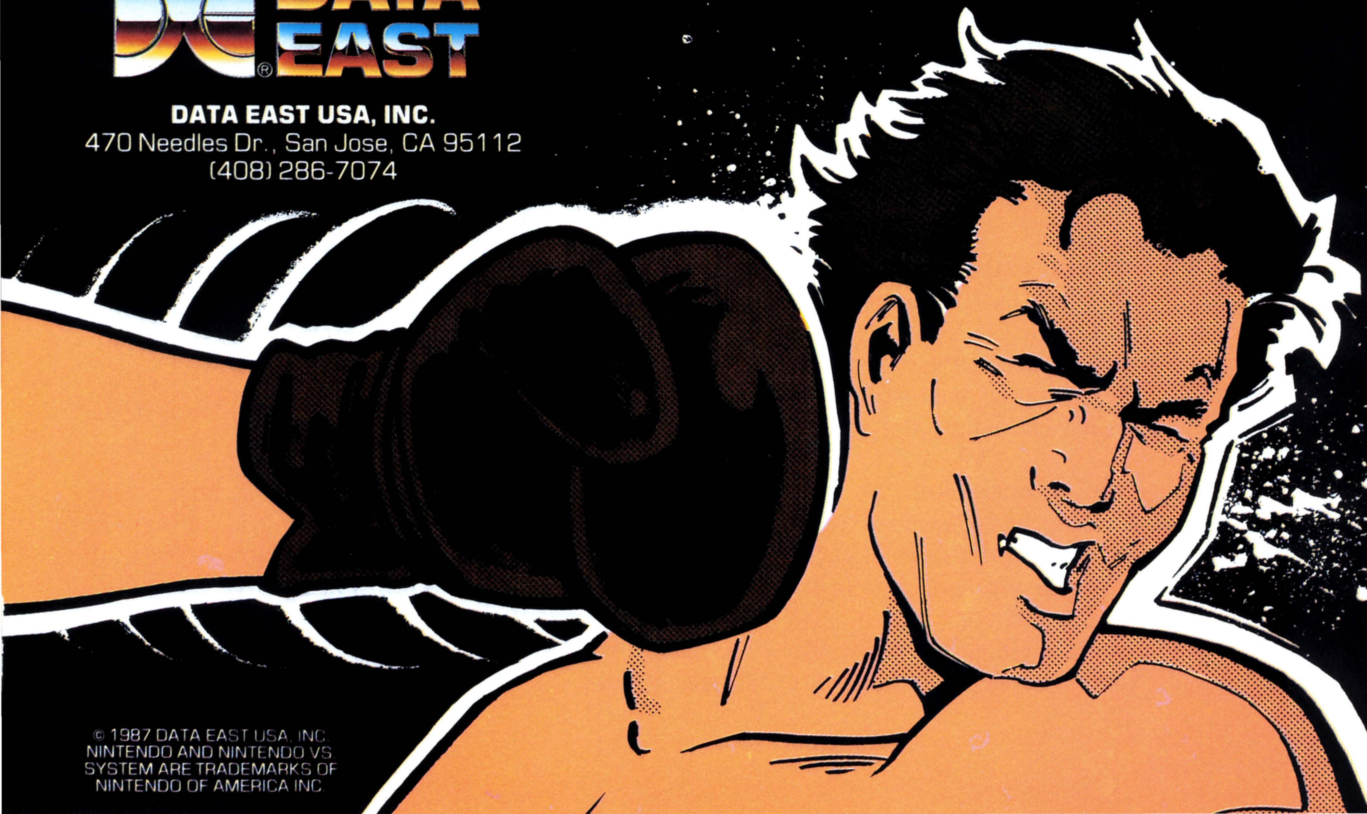

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At this point, the player in control of the offense has two choices: run the ball or use pass to any of the receivers. The game unfortunately has no running plays, other than those that let the quarterback keep the ball. The passing game, on the other hand, has been brilliantly executed.

To pass the ball, the player must initiate the passing sequence by pulling back on the lever, and then aligning the arrow target with any of the players downfield. The player must lead the receivers properly and avoid the defensive back field to complete a pass. Once the ball is released, the player stays in control and must guide the receiver to the ball. It sounds a bit complicated, but the designers have pulled off a magnificently in-depth routine that still maintains a fair level of simplicity. The rest of the game is identical to the real game.

Quarterback is a wonderful example of video game design. It follows the principle that says include everything you can, but don't overwhelm the player with it. *Quarterback* has an intensity and depth that is unrivaled, but it doesn't dictate to the player exactly how he should play. The rules here are all familiar, which is another one of the game's strongest points.

Quarterback was addictive and completely engrossing. The game time is based on a time counter which allows you to adjust the duration of each play (although you must be sure to let the player get his money's worth since it does take some time to enter plays) and a continuation feature is provided.

Most Surprising New Game

And the winner is...
Atari's *Pacmania.*

Just when we all thought we had seen the last of him, he shows up again. And just when we all thought there was no way a *Pac-Man* spin-off could be entertaining, Atari proves us wrong!

Out of all the games the U.S. National Video Game Team had heard about or were expecting to see, *Pacmania* was definitely last on the list. After all, *Pac-Man* seemed to burn itself out in the arcades long ago, so who'd want to bring the dot-munching yellow ball back to life?

Fortunately for players everywhere, Atari has!

Pacmania comes courtesy of Namco, the originators of the little wedge-mouthed maze traveller. In half a decade, we've seen no less than ten *Pac-Man* titles, making the Pac-clan the most prolific spin-off in gaming history. And, true to its predecessor, *Pacmania* follows (and elaborates) this familiar theme beautifully.

I'm sure everyone reading this is familiar with the basics of the *Pac-Man* game, a cat-and-mouse maze chase game which pits an odd character called Pac-Man against a cadre of ghosts inside a maze. The object of *Pacmania* also holds true to the original *Pac-Man*; gobble up the dots that are scattered about the mazes to end the round. If a ghost gets too close, Pac-Man can gobble down any of the larger "power pellets," and turn against his opponents, gulping them down for bonus points! Of course, they quickly return and Pac-Man must once again stay one step ahead of his pursuers.

Pacmania, however, offers much, much more than the original *Pac-Man* games. The action is now set in a three dimensional world that is complimented by a unique three-quarters perspective (similar to *Zaxxon*). The size of the characters are also slightly oversized and scroll along with the larger mazes.

Pac-Man, working within his new, three dimensional environment, also has new abilities. Now, whenever a threat approaches, Pac-Man can now *jump* over his adversaries and race to safety! Our favorite yellow hero can jump anywhere on the playfield, even around corners and over power dots. But the player must be careful when judging jumps because there is a new ghost that can jump as well! Pac-Man also has a bit of elasticity to his body that causes him to bounce a couple of times before another jump can be attempted, increasing the overall challenge.

There are also several enhancements that can be acquired throughout the game. By grabbing the red and green jawbreakers as well as the taffy and other surprises that appear in place of fruit, Pac-Man can increase his speed, increase the point value of the blue ghosts (up to 7650!), and accomplish other feats. These incentives really liven the game up and provide an added depth to the play that improves the entire game!

Outside of the actual game play, *Pacmania* sports some of the best graphics and sound effects ever seen in a video game! The graphics are all produced with a slick, halfway realistic cartoon style that is both vivid and detailed. The colors are bright and the whole game spills over with the animation of Pac-Man and the "billboards" outside the play area.

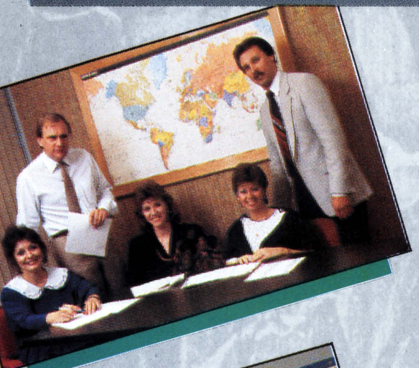
Pacmania is the ultimate *Pac-Man* game and the ultimate maze game! Nothing's been left to the wayside here, all segments of the game play have been addressed brilliantly; right down to the fanciful intermissions that carry Pac-Man from maze to maze. *Pacmania* has a number of features (like continuation) that players and operators alike will appreciate, and, combined with the superior game play, are sure to attract plenty of attention. While the "Pac" name might scare off some, the team members felt that there was something special in this machine.

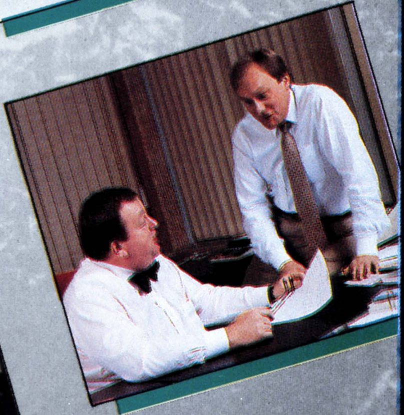
Most Challenging Game

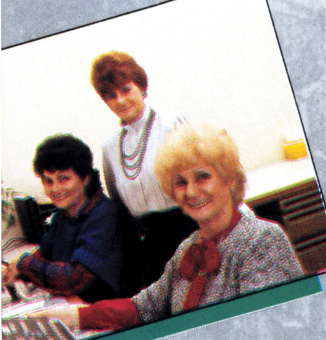
And the winner is...
Nintendo's *R-Type.*

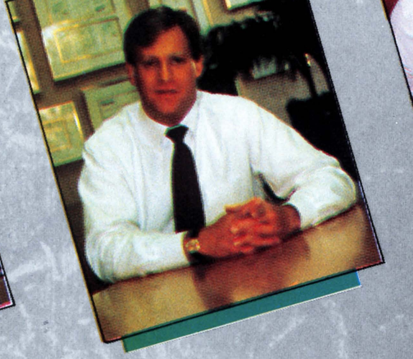
Space games continue to remain a staple of the game players diet. While we've seen both glitzy (*Galaga*) and not-so-glitzy (*Halley's Comet*) titles both do extremely well, none compare with the latest game from Nintendo: its first dedicated piece in almost two years. It's not a conventional game, and it doesn't rely on the same mix of game play, graphics, and sound effects shared by other names in this genre. Nintendo has smashed

A SPECIAL Thank You









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To our distributors and operators for their continued loyalty, support and belief in our product…

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the molds of previous space games and the result is an exciting and completely unique adventure called *R-Type*.

Licensed from the Japanese Irem Corporation, *R-Type*, odd as the name may be, is a shooting contest that has the perfect blend of fantastic sights, sounds, and action. Nothing will prepare players for the incredible experiences *R-Type* has to offer!

Cast into an experimental space fighter in the R-Type class, the player is given a mission that holds the universe in the balance. Negotiating five separate levels of game play, the player encounters a never-ending flotilla of alien ships and monsters that fill the screen with graphic brilliance.

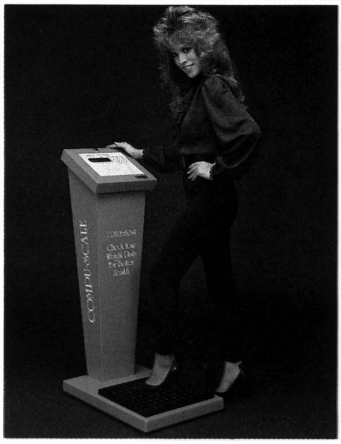
R-Type expands upon this straightforward shooting contest by including a multitude of power-ups and firing abilities. By capturing colored crystals, the player can change the intensity of his weapon while changing its basic chemistry (e.g. laser rings cover a wide portion of the screen while lasers have a smaller line of destruction that also bounces off indestructible objects and the screen boarders, sending lasers in every direction for added protection, etc.) At all times during play, however, players can increase the overall power of the ship's cannon by pressing and *holding* the fire button down until the gauge at the bottom of the screen reaches the critical point. Releasing the fire button at this time expends all of the energy amassed, sending a deadly ball of destructive energy across the playfield, eliminating everything in its path. It's a great incentive that adds depth to the game and expands the offensive abilities available to the player.

One of the more unusual features in the game is the command module that appears at the beginning. This strange little craft also increases firepower and acts to some extent as a shield. Using a button independent of the others, the player can maneuver the command module ahead of his own craft to clear out a path, detach and place the module *behind* the R-Type, or even let it trail behind for further protection. The strategic opportunities become limitless when the command module, and the improved firing capsules it brings, enter the picture.

The R-Type battle itself is an extraordinary fight to the death with the weirdest assortment of aliens that video games have ever seen. The pulsating creatures and whirling bugs each perform a deadly dance around the player's ship; some firing at the player's ship while others seem more intent to simply ram into the craft. All the action takes place in a number of locations above the alien planets and amid a variety of colorful cosmic landscapes. The animation is slick and lively and deserving of a blue ribbon award. The audio embellishments are equally outstanding, boasting celestial music that keeps pace with the action.

R-Type is a visual, audio, and playing masterpiece! Never before has so much been in one package.

Two New Products Join the Profit Makers.



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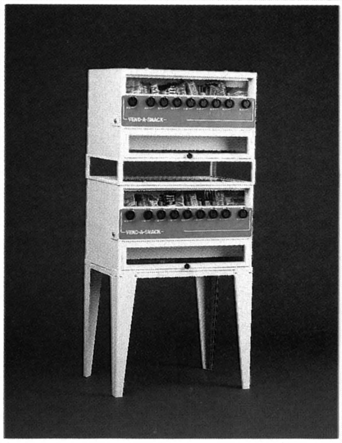

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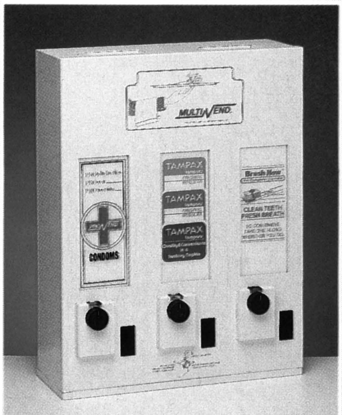

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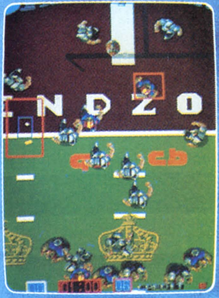

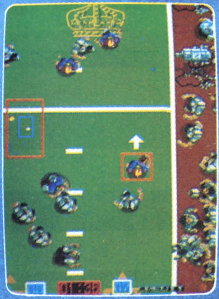

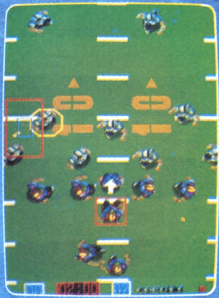

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Most Innovative Game

And the winner is...
Sega's *Heavyweight Champ.*

A couple of years ago, Nintendo released a boxing game called *Punch Out!.* This title went on to become a classic, boasting detailed, three-dimensional animation, crisp sound and voice effects, and challenging game play.

Capitalizing on the proven success of *Punch-Out!,* Sega, the company that is fast becoming *the* major innovative force within the coin-operated amusement industry, has unleashed a boxing game of its own. The game play looks and feels like the earlier boxing champ from Nintendo, but the design of *Heavyweight Champ* and the manner in which the player interacts with the game have been completely reworked, almost elevating this machine to simulator status!

A brief overview of the game play will reveal a number of traits consistent with those you would find in *Punch-Out!!.* The player assumes the role of a boxer rising through the ranks in a quest for the heavyweight title. His opponents on that hard road are some of video boxing's meanest: Sammy "Slasher" Smith, Jerry "Cyclone" Charger, and the champion Willie "Vulture" Wilson among others.

The graphics and animation of *Heavyweight Champ* score a hit on those of *Punch-Out!!,* with crisper animation, more detailed expressions from the fighters, as well as shading and colors that almost bring the boxers to life! The player's character, Kid "K.O." Crusher is depicted as a translucent boxer to allow players to fully appreciate their opponents and to provide a method of detecting when they will throw their punches.

The audio embellishments are some of the best (if not *the* best) vocal reproduction we've ever heard. A commentator introduces the principal characters in a drawn-out, revved-up manner just like in real boxing. The boxers also speak their mind and taunt the player at every available opportunity.

But the real punch that gives this game its gusto is the fantastic method Sega has devised to let players literally throw punches and jump out of the way of an onslaught of blows. The cabinet is fully interactive, resembling the action cabinet from the Leland Corporation in some respects. The monitor and control assembly are mounted on a swiveling axis that allows the player to move the entire upper portion of the machine left and right about 20 degrees in either direction. The player must use this feature to physically dodge punches and move about on the screen!

Throwing punches is even more fun with the two hand levers that extend from the base of the swiveling monitor assembly. These hand grips allow players to put their guard up or down while pushing the levers *towards* the machine initiates any one of three different punching techniques. Straight jabs are performed by pushing the hand levers directly forward, while hooks and uppercuts require a combination of left to right movement as well as up and down movement. The faster and harder the player pushes the levers, the quicker and more forceful the punches.

Heavyweight Champ is the ultimate in interactive video games, because it requires the player to become physically involved with the game's storyline. Other sports games have attempted to bring such aspects into play before, but never with the sterling execution and marvelous play afforded by *Heavyweight Champ.* The whole unit is a high class piece of gaming that doesn't sacrifice anything for the sake of the improved player/machine interaction.

Best Pinball Game of Show

And the winner is...
Williams Electronics' *Big Guns.*

Once again, pinball made an exceptional showing. After stealing last year's show with a multitude of outstanding titles, this sport is finally reaching perfection, with new innovations and daring play mechanics being incorporated into all of the current batch of pin games. *Big Guns* is a perfect example of high action pinball at its very best!

The *Big Guns* scenario has the player fighting an intergalactic armada of knights and soldiers who, under the command of their tyrannical king, have kidnapped the queen and are holding

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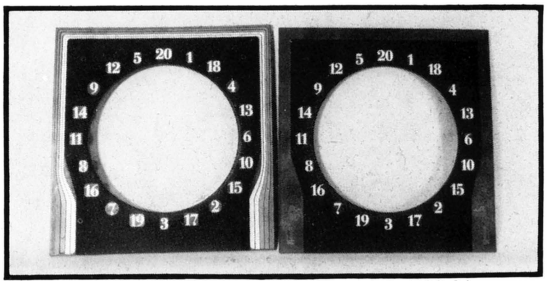

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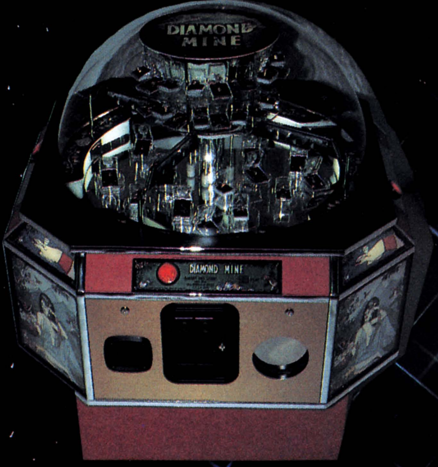

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her captive within a castle dungeon. The player's mission is to load the three large cannons and coordinate an attack against the castle (hence the name *Big Guns*). A variety of other targets are also present, each directly tied into the medieval space war theme.

The action begins with a skill shot that, when properly executed, will award 100,000 and automatically load the right cannon. If the plunger shot fails to hit its mark, it will enter the playfield from the upper-right corner and shoot toward the player's position.

The playfield is basically divided into two segments, with a dual pair of flippers that allow the player to address the ball as it makes its way around both the lower and upper portions of the table. The game favors angled shots since, with the exception of the main gun lock located at the extreme top of the playfield, there are no straight shots. The majority of the machine has been left open to showcase the artwork of *Pin-Bot* artist Python Angelo.

Big Guns is almost a mirror image of itself, with both sides of the playfield offering identical targets. Right and left gun locks are the primary targets, while two banks of five palace guards advance "flak" guns and activate the left lane kicker that has become a trademark of the Williams games.

The top of the playfield boasts two banks of "troll" drop targets that hide under the bridges and light extra ball at the flipper return lanes. There are also twin loops behind each of the sets of troll targets that advance the bonus multiplier as well as a final lock that initiates the final attack on the castle when both of the other cannons are locked and ready. Loading the final ball into the center lock starts three-ball multi-ball play that opens up entirely new incentives. By keeping at least two balls in play and hitting the flashing guards who hold the queen, the player can score a bonus of up to three million that is carried over from player to player and game to game! It's a wonderful incentive and the perfect goal to the game!

But that's not all this game has! *Big Guns* even has a three-dimensional chamber in the backglass that releases a small ball into the king's room and can award another extra ball after the final drain! Another great feature!

The game graphics are rendered with the typical high quality designs that Williams has become famous for. All of the animation extends from the player's flippers; with dual cannons firing into the ball ejection tubes that extend to the top of the playfield and the flak guns recording the current value of palace guards. A battling ram that displays the bonus multiplier as well as an assortment of soldiers can also be viewed from an overhead perspective on the playfield.

The backglass is of equal quality, with an incredibly active illustration showing the attack of the castle from all directions. Explosions, gun fire, and the startled expressions of the queen highlight the artwork.

The visual and audio effects are tied together perfectly, exploding in a wash of exciting colors and sounds. The music is a rough beat that keeps pace with the action, while a thunderous crescendo greets talented players who lock three balls and rescue the queen. The lighting effects, meanwhile, dance in rhythmic patterns that highlight various aspects of the game.

Big Guns is an original theme that the designers have pulled together with magnificent style and an unquestionable flair. Although the playfield appears sparse, mainly due to the open design, it offers up some of the best pin action the team's seen in some time. The play is smooth and is supported by some excellent embellishments that really bring the action to life.

Best Video Game of Show

And the winner is... Taito's *Operation Wolf.*

Over the past few years we've seen a variety of twists on an old theme: the gun game. A long-time favorite in arcades, the mechanical gun machines were blended together perfectly with the video game and the result has been a long line of top ten hits.

Exidy has prided itself as one of the leading producers of quality gun games since the debut of *Crossbow* in 1983.

Other companies have also realized the potential of the gun game and a number of noticeable efforts have reached the arcades. But nothing has ever been able to match this. *Operation Wolf,* the first gun/shooting game ever to receive a "Best of Show" title, flaunted all the features that only the hottest, certified hit games display.

Operation Wolf is an interactive story that casts the player in the role of a soldier of fortune, out to rescue innocent hostages behind enemy lines. The game divides the action into six separate rounds of play, with the performance within each level directly affecting the difficulty and outcome of the later scenes. The game action is rendered from a first-person perspective, with enemy soldiers, tanks, and helicopters hurtling gunfire, knives, grenades, and other weapons at the player with startling ferocity. If enough of the enemy positions are eliminated, the round ends and play progresses to other sequences deeper within the enemy stronghold. If the player takes too many hits or if all the hostages are killed, the game ends in an eerie white light.

The player assumes a position behind a machine gun that is affixed to the cabinet. A trigger mechanism fires the gun at the appropriate location on the screen and is accompanied by a realistic *recoil* when fired. Also located on the gun is a separate button near the front of the weapon that launches a mortar rocket that has a larger explosive radius and higher destructive power. The two weapons can be used in tandem and the gun will still remain comfortable in the hands of all but the smallest game players.

The player does little more than keep a watchful eye on the enemy terrain as it slowly scrolls by. Enemy soldiers will quickly come into view at different distances as well as troop transports and helicopters that boast extra firepower. The bad guys must be shot before they open fire on the player or

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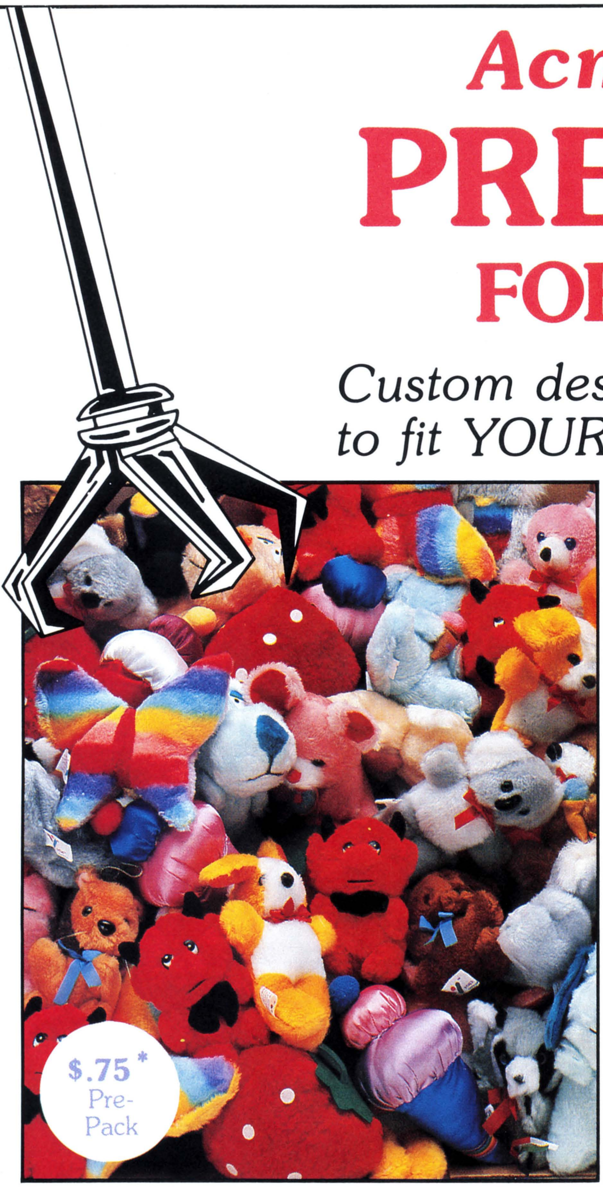

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kill one of the hostages that must be rescued and brought back to safety. The player can use the machine gun and mortars as often as necessary, though there are limited numbers of ammo for both weapons.

Bonus items are littered about the landscape, hidden inside of coconuts, condors, chickens, etc, and award power drinks that increase current health by five, additional mortar rockets, and thirty bullets.

The graphics are truly first class. Not only are the characters animated in brilliant colors and lifelike positions, but the background visuals, that serve as little more than wallpaper, are equally outstanding. The designers put an extreme amount of effort into the palm trees and jungle environments and, although the player doesn't interact with them directly, the realistic backdrop does increase the overall appeal and atmosphere that the game serves up.

Operation Wolf has also assembled one of the largest casts of detailed characters to come along in some time. Each one of the terrorists has his own personality and will go for the player or hostages depending on the situation. Infantrymen, parachutists, generals and more come at the player with nothing more than a thirst for digitized blood!

Taito has done a magnificent job of creating a gun game that is more than just a shooting game as well. *Operation Wolf*, besides being filled with bonus power-ups and point incentives, requires the player to shoot better and more accurately during each round by increasing the challenges in direct response to how the player performs in earlier scenes. This opens up a variety of strategies as the player works to rescue the hostages and get to the airport for the final confrontation with the enemy forces. Excelling in certain areas will make the trip easier or allow the player to skip ahead to higher levels. This is a great way to hold the attention of the better player while supporting the casual player at the same time.

Operation Wolf also has some terrific audio effects that take the player into the heat of the battle. Explosions resound throughout the jungles and the rat-tat-tat of machine gun fire account for the majority of the war sounds. The game also has some fine vocal notes in between fire fights as the game reads off the status of the enemy position while a detailed picture frames a shot of the player's persona.

But that's not all...

These are just a few of the outstanding products that were displayed at the 1987 AMOA show; those the U.S. National Video Game Team think deserve special attention. In the next edition of Player's Picks, we'll take a look at some of the other winners in a special AMOA/Winter wrap-up.

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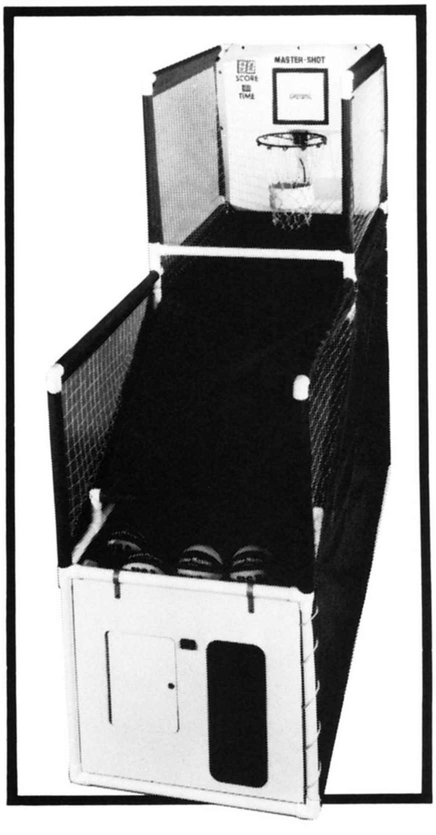

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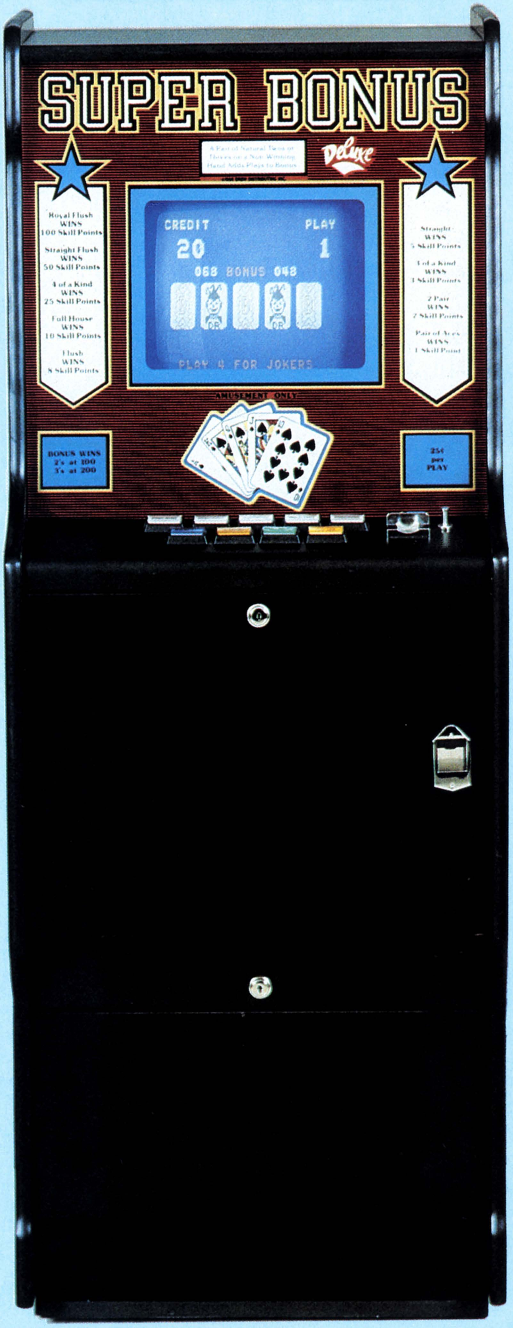

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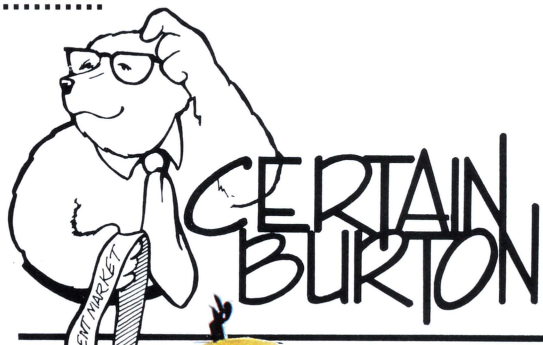

By Frank 'The Crank' Seninsky

As I've traveled around the country speaking before state operator associations, operators have asked me for my opinion on the best merchandise items they can use in their cranes. This is not a simple request, for days of research are involved before one can give an accurate listing that applies to 'most regions' of the United States.

For the next few months at least, "Certain Burton" is going to compile merchandise data from operators, manufacturers, and distributors, and come up each month with at least three of the most successful crane items. This 'old bear' is looking out for the operators and won't show any favoritism for suppliers. I feel certain that "Certain Burton" should be taken very seriously indeed.....

Seasonal and holiday items are a must. They add to the variety of merchandise that is necessary for the crane. Seasonal prizes will play into the consumer's celebrative mood and encourage him or her to try and play to win.

Many operators have been quite successful filling a complete crane with just a few different seasonal items. Such items have revitalized cranes that were experiencing sagging grosses. As is normally the case for cranes, creativity is the key and the holidays naturally lend themselves to some imaginative stocking ideas. Proven holiday attention-getters are listed:

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1708	Pink Panther	10"-12"	2DZ	33.00/DZ
1521	Tasmanian Devil	10"-12"	2DZ	33.00/DZ

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2) "Hot Pink Flamingo"

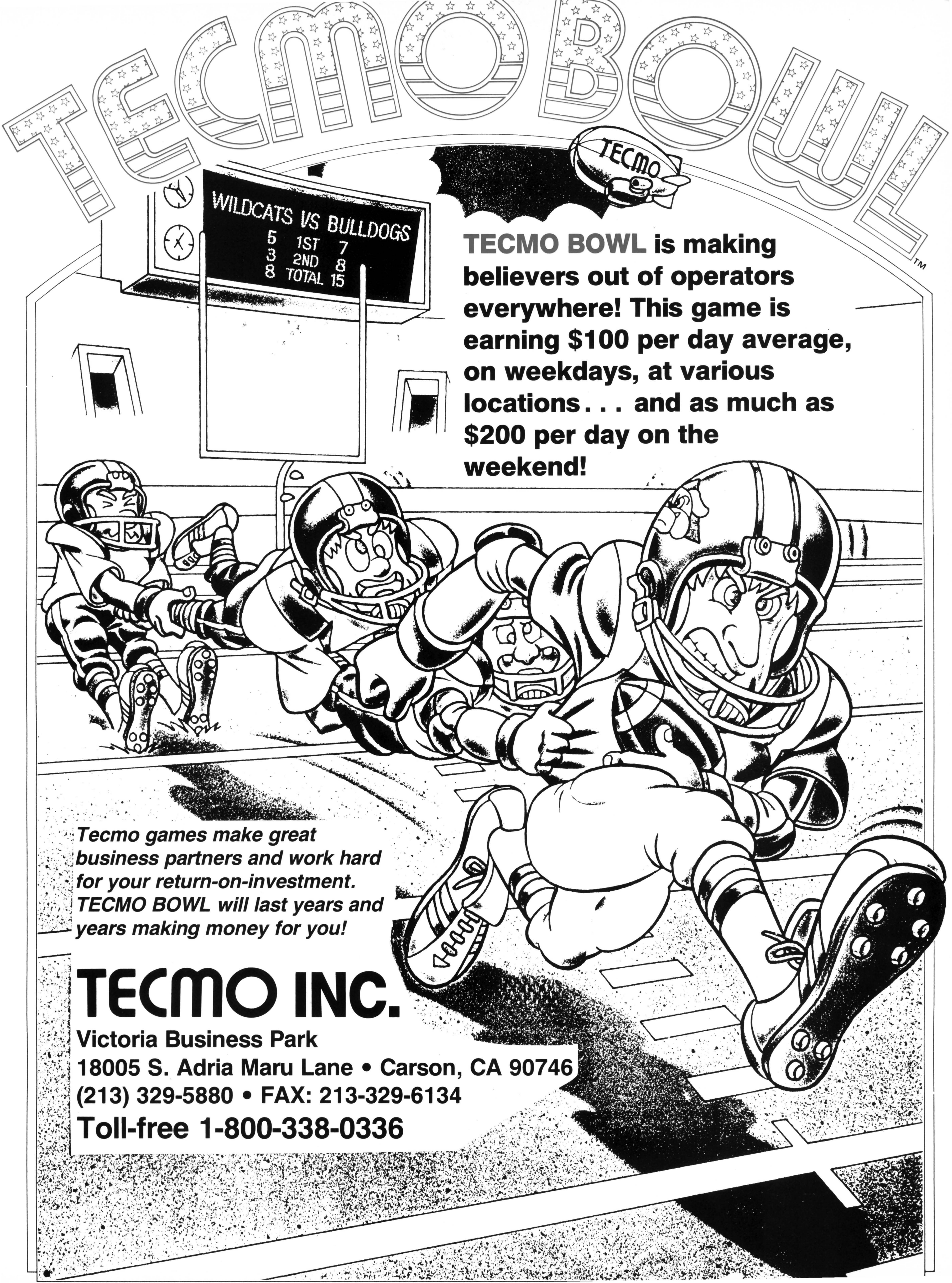
330	Hot Pink Flamingo	7"	6DZ	16.20/DZ
530	Hot Pink Flamingo	9"	3DZ	22.80/DZ

The Hot Pink Flamingo has long dangly legs and a mixture of a hi and lo pile body, with a bright yellow and black beak. Multiple case discount applies. Contact: Etone, Jersey City, NJ 800-253-8663 or 201-656-0480

3) Assorted Christmas Bears

51-25	Christmas Bear	7"	18DZ	16.80/DZ

The 51-25 Christmas Bear comes three assorted. Each bear is wearing a Santa's hat and has plaid feet and a plaid neck tie. Contact: Dan Brechner & Company, Floral Park, NY 800-645-8142 or 516-437-8400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The Facts About Fax

By Joseph Arkin

Efficient long distance communication systems have become essential for the modern business enterprise. Long distance telephone calls meet the need for direct voice communications. TWX and Telex telegraphic systems electronically transmit and receive written messages. These systems have become integral elements in the communication systems in many businesses.

But these systems remain inadequate for those firms with the need to transmit accurate copies of messages, data, or graphics. Managers confronting that need should become familiar with facsimile--fax systems.

Resembling an office copier, a fax unit sends and receives document copies over ordinary telephone lines. The receiver gains a copy of the sender's document in its original, unmanipulated form. So, fax meets the need to transmit "time critical" documents that have to be moved quickly.

Facsimile transmission systems have been available for many years. Indeed, the technology underlying facsimile systems date back over 140 years. But three considerations have restricted the use of fax machines in the past.

First, fax machines have been prohibitively expensive for many businesses. The price of a fax unit used to be $15,000 to $20,000 which limited their use to larger businesses with more liberal budgets.

Second, facsimile systems were slow. Transmitting a single page of information took as long as six minutes. Moreover, the transmission process remained a noisy, cumbersome operation that easily discouraged the user. And the reproduction process left the recipient with a poor quality facsimile of the original. Together, the disadvantages offset the bulk of the benefits expected from the fax system.

Innovations in recent years have overcome these disadvantages. Today's fax systems are more efficient than previous models. Transmissions over ordinary telephone lines typically take less than one minute; some only a few seconds.

Also, modern systems have improved reproduction quality. The better systems can produce high resolution copies instead of blurred facsimiles. Recipients gain an accurate, reliable copy of the original.

The price for modern facsimile systems has fallen to a level even small businesses can afford. Fax machines can be rented, too. Technological advances have dropped the price for efficient fax systems to an average of $2,500. Even top of the line machines run no more than $4,500. The lower prices make the systems more attractive for small businesses with the persistent need to transmit accurate copies efficiently. As prices continue to drop, manufacturers expect that many people will buy fax units for personal use in the home. Some expect fax units to become as common in the home as personal computers.

Operating simplicity now adds to the other attractions inherent in modern fax systems. Other than the terminal itself, the user needs only an electrical outlet and a telephone. No special training is necessary to operate a fax unit. The sender follows three simple steps:

(1) Place the original into the fax unit's document feed.
(2) Dial the telephone number for the receiving unit.
(3) After making the connection, press the fax button to transmit the copy.

In a few seconds, the receiving unit prints out an exact replica of the sender's original.

The process is even easier for the recipient. All fax units operate as transceivers. A single unit can both send and receive transmissions. And no one needs to be present when a unit receives a transmission.

The recent innovations have raised the number of fax units in operation to 500,000. The industry projects a 100 percent increase in that total by 1990. The comparative advantage fax offers over other communication systems may make the increase even larger.

Many managers continue to rely on the mail to deliver important business documents. Yet the post office requires several days to deliver the same information fax can deliver in only a few seconds. And fax travels directly to its destination. The mail must pass through collection boxes, sub-stations, airports, and carriers.

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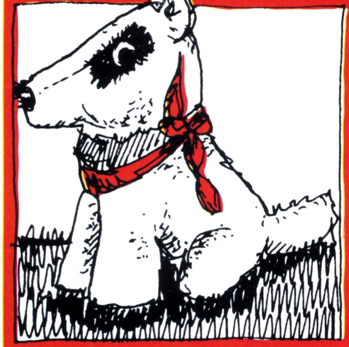

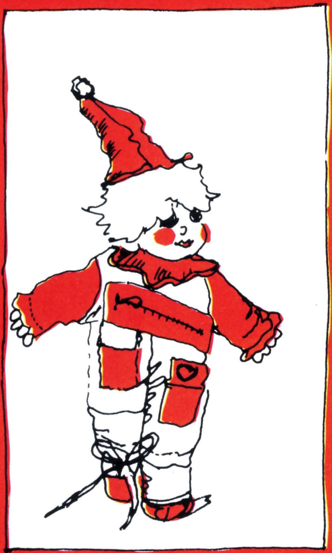

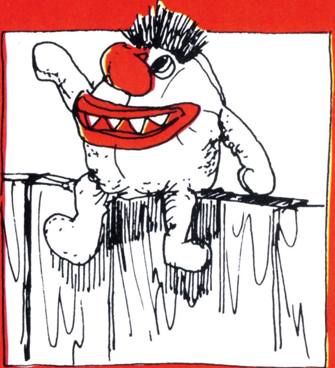

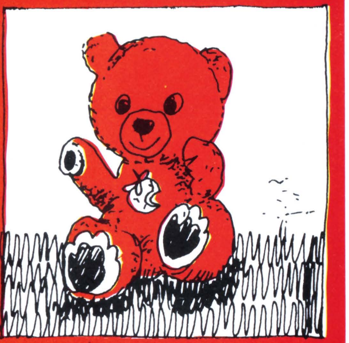

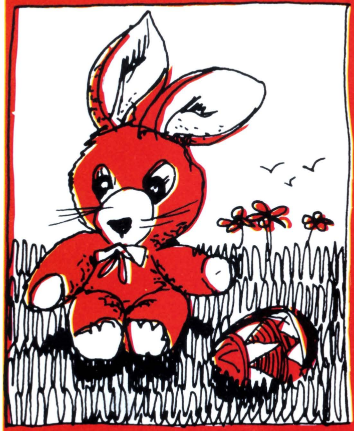

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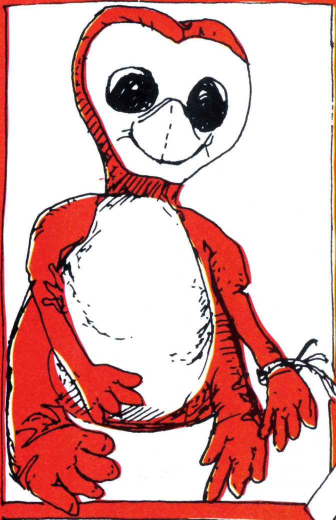

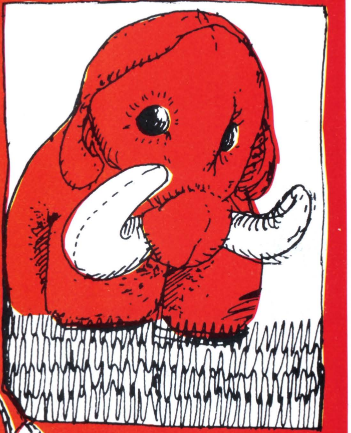

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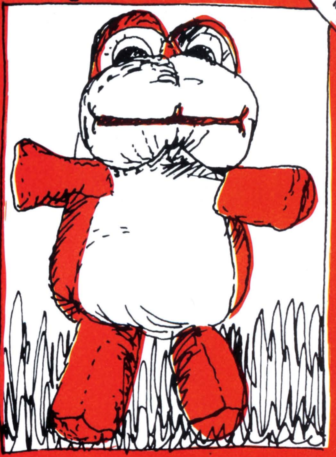

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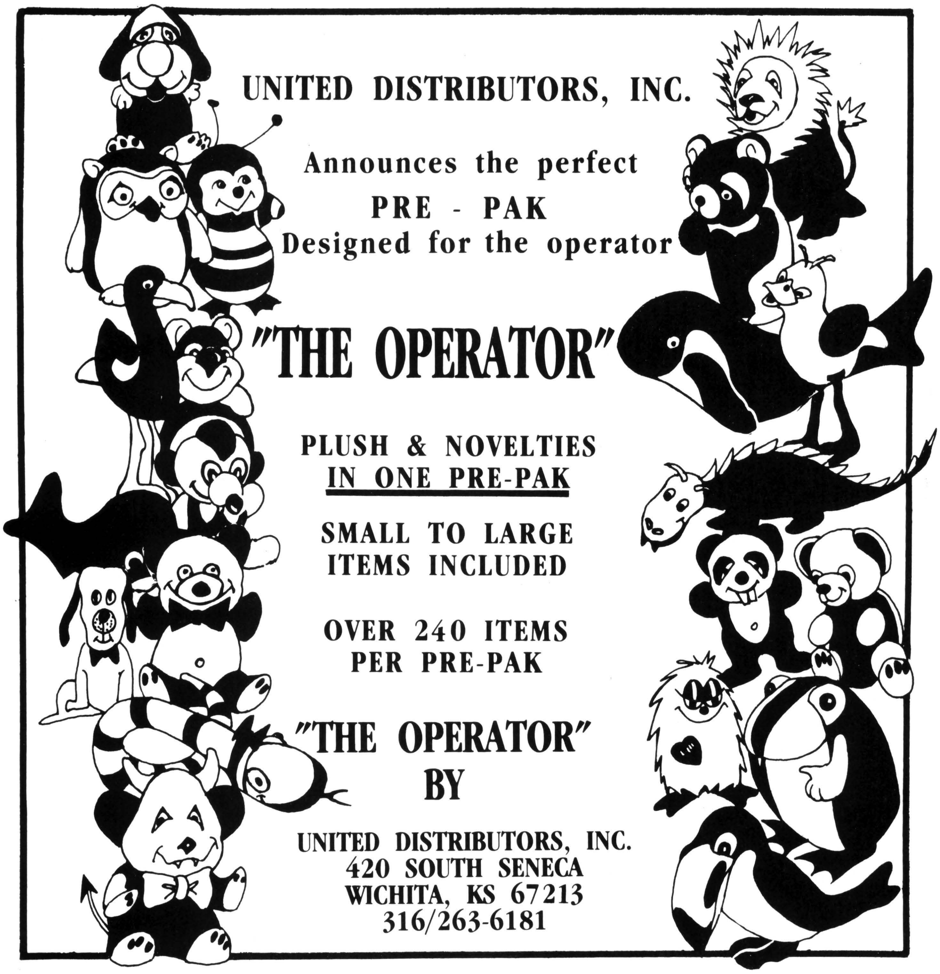

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Using fax may cost more than a postage stamp, but the difference in cost easily may become immaterial. When using fax, you pay only for the price of the phone call each time you send a document. And that provides a link with fax transceivers worldwide 24-hours everyday.

Fax enjoys the same advantages over messenger and courier services. You need not wait for overnight delivery. Fax can accomplish the same task in a few seconds. Anywhere you can reach by telephone can become a fax transceiver station for the efficient, accurate exchange of information.

Facsimile transmission systems also enjoy some clear advantages over Telex/TWX systems. In any comparison, fax enjoys an advantage when considering cost-per-message unit. But the real benefit from fax comes from the savings in the preparation of materials prior to transmission.

The Telex/TWX user must manually type each page before the actual transmission. For a multi-page document, input time can take hours. The input also remains subject to likely keyboard errors. The fax user simply transmits a copy of the original document.

Moreover, sending drawings or other graphic material over Telex/TWX systems remains impossible. Fax systems send an exact copy of any information you can put on a sheet of paper. That includes copies of typed letters, handwritten notes, contracts, graphs, charts, sales orders, blueprints, and photographs. That potential makes fax more flexible, yet less expensive in terms of the staff time necessary to complete transmissions.

Of course, a fax unit must contribute to a firm's profits before its acquisition makes sense. That contribution develops anytime the transmission of an accurate facsimile helps close a sale, reduce expenses, or help the business to operate more efficiently.

Different companies produce competing facsimile systems. And different systems have different features. So, you should sort out what options can benefit your business before you start comparing the alternatives.

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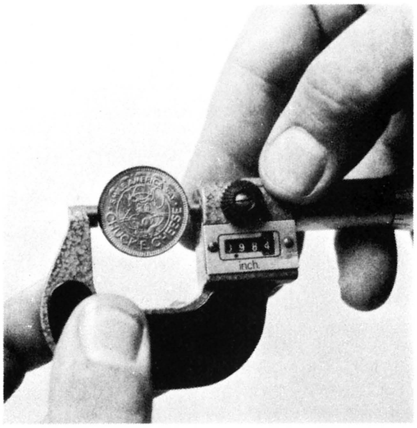

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Technicians use Bits Per Second (BPS) as the criterion for measuring fax speed. Higher BPS means faster fax speed. Use BPS in a manner analogous to MPG for car shoppers.

Next, determine the communications capability a particular fax unit has with other units. Standards set by the Consultative Committee for International Telephone and Telegraphy (CCITT) determine that capability.

The CCITT created three groups which describe compatibility between fax units. Fax units in Group 1 had to be mutually compatible. And those included within Groups 2 and 3 also had to be compatible with each other. Logically, the speed of fax is linked to these Groups: Group 1 remains the slowest, Group 3 includes the fastest.

Of course, manufacturers now produce fax units that are universally compatible with Groups 3/2/1. These units can communicate with most of the existing fax units in the world.

When reviewing fax specifications, you also should note the resolution rated in lines per inch (LPI). That number provides a measure of the quality of the transmission you expect. The higher the LPI, the better you can read the fine print. In any event, review copies of actual transmissions before you buy any fax unit.

Manufacturers also have developed many additional features which can help users adapt fax to the unique requirements of their firms. Not every business needs every feature. But you should recognize the options available.

Some fax models allow *automatic dialing*. The system remembers numbers the user dials frequently. Pressing a single button redials one of those numbers. That becomes useful when a business regularly sends important copies to the same destinations.

An *automatic answer* feature allows unattended reception of documents. This feature makes facsimile a 24-hour a day communication device. Users also can lower transmission costs by taking advantage of lower phone rates in effect at night.

The *polling* feature available on some fax units provides a similar benefit. A polling device allows fax users to call in documents from remote, unattended locations. Again, that allows users to benefit from the lower phone rates in effect at night.

Many facsimile units now offer *interfacing* systems. This allows reception from Telex/TWX units when necessary. Interfacing also opens the door to communications with personal computers.

In many business applications, sensitive documents must be protected from security breeches. To meet this need, some manufacturers offer fax units that interface with commercially available encryption devices. This protects the documents from unauthorized access during transmission.

The most advanced fax units incorporate a *store* and *forward* feature in a microprocessor. The system can store up to sixty pages of text or graphics in memory. The system also allows multiple station transmission of a common document.

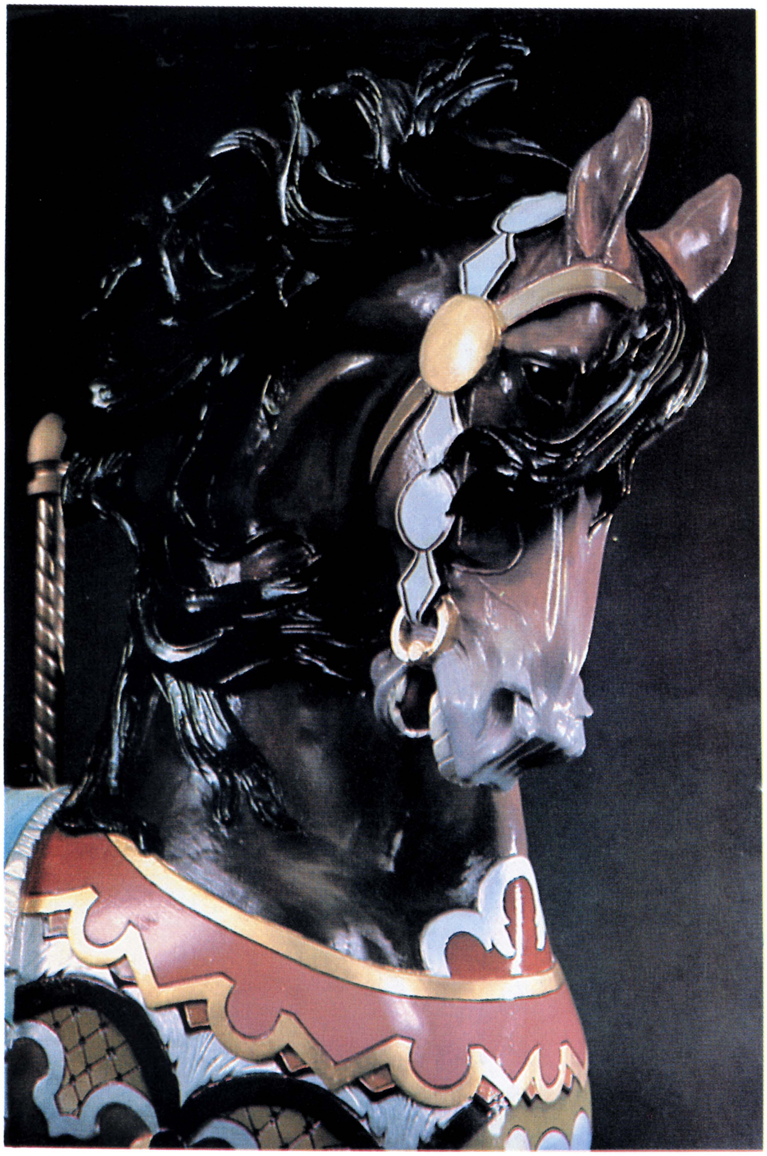
Buying fax equipment has become analogous to buying a car. You can find option-packed luxury models, simple economy versions, and everything in between. And you can expect additional innovations as the technology continues to expand the capabilities of facsimile transmission systems. Consider the unique needs of your business and evaluate the many options available.

In any circumstance, identify your primary needs before obtaining equipment. But exercise some foresight. Experience shows that businesses use fax systems three to five times as much as they originally anticipated. So, don't buy the simpler, slower fax unit because its cheaper. Try to buy the system that will meet your needs when you learn to take advantage of the potentially profitable benefits that can grow from using a modernfax system in a business.

[Editor's Note: This article is very timely because fax machines are very popular in our industry. People with fax machines are almost as bad as reformed smokers--they can't stop talking about them. They don't know how they got along with out them. Play Meter is looking into it and we should have ours in place ready to go very shortly.]

AMUSEMENT PARK MEMORIES SUMMER OF '87

BY FRANK "THE CRANK" SENINSKY



The 'lead horse' of the Lake Compounce carousel, oldest running carousel in the US.

With 1987 coming to a close, I wanted to make sure that my experiences visiting amusement and water parks this past summer could be passed along to fellow operators. My family and I had some wonderful days going on the rides, playing the midway games, and splashing around in the water parks. I also learned some great game concepts from some of the park industry's experts. Following are some of my favorites.

Dorney Park and Wildwater Kingdom, Allentown, Pa.

I've visited many water parks in the past few years but Dorney's Wildwater Kingdom rates as number one in my book. This brand new water park is both SAFE and CLEAN. My kids (aged 9 and 11) went on every water attraction with me and none of us wanted to leave the park.

The rides were all family oriented, which means they were not the kind that mom or young kids could get hurt on. The entire Dorney Waterpark staff was very well trained and kept a watchful eye on the customers at all times. The Lazy River, Giant Wave Pool, Riptide Run, and the water slides were so terrific that we went on them at least six times each. The Auto Kid Wash, Speed Slides, and Lollipop Lagoon were also great fun.

I managed to sneak through the Auto Kid Wash that is just like a drive-through car wash with foam brushes, scrubbers, and even a blow-dryer. On the Lazy River you can float calmly on a soft tube around the park, but watch out.....there's plenty of splashing water excitement ahead!

Dorney Park is now 103 years old. It covers over 200 acres in beautiful eastern Pennsylvania and has over 100 rides and attractions. Here we found some of our favorite rides that I've not seen since I was a kid growing up in the old Palisades Amusement Park; namely the Whip, Wild Mouse, and the Cuddle-Up (now made into a 'dark ride').

Under the shrewd management of family owners Harris Weinstein (chairman), Bob Blarr (president), Craig Cope (vice president), and Michael Cope (games and attractions manager), Dorney has really come alive in the East in the past two years. Last year, Weinstein took me on a tour of the area that was to become the Wildwater Kingdom and explained his concept of having the safest water park in the country, and one that is family oriented. Let it be known that Harris Weinstein is a 'man of his word'!

With the addition of the new Wildwater Kingdom, Dorney is attracting families from hundreds of miles away. One of the reasons for its great reputation is the fact that the management is out in the park checking on each operation. During the course of my visit I ran into Craig Cope about seven times as he made sure workers were following safety procedures and helping customers. This is the kind of 'hands on' ownership that I believe made and will keep Dorney Park one of the top amusement parks in the country. For sure I'm going back again next year.

Craig Cope, vice president of Dorney Park, personally checks on employees and solves problems quickly.

Quassy Amusement Park, Lake Quassapaug, Middlebury, Conn.

Quassy Park, located on the shore of Lake Quassapaug, is known as Connecticut's Affordable Family Amusement Park because admission is always free. The old Indian name Quassapaug dates back to 1687 and means "rock pond" or "big pond". There are 25 rides, a petting zoo, swimming beach, and picnic tables that cater company outings of up to 7000 people. Companies like IBM buy out the complete park for their outing days in September after the main season. Quassy is well known for its old fashioned New England clambakes, Boston baked beans, corn on the cob, and barbequed chicken and ribs. It's a place to go to have fun and eat, eat, eat.

In 1937, local businessmen John Frantzis, George Terezakis, and Mike Leon (all concessionaires) bought Lake Quassapaug Amusement Park. At that time the park had a carousel, dance

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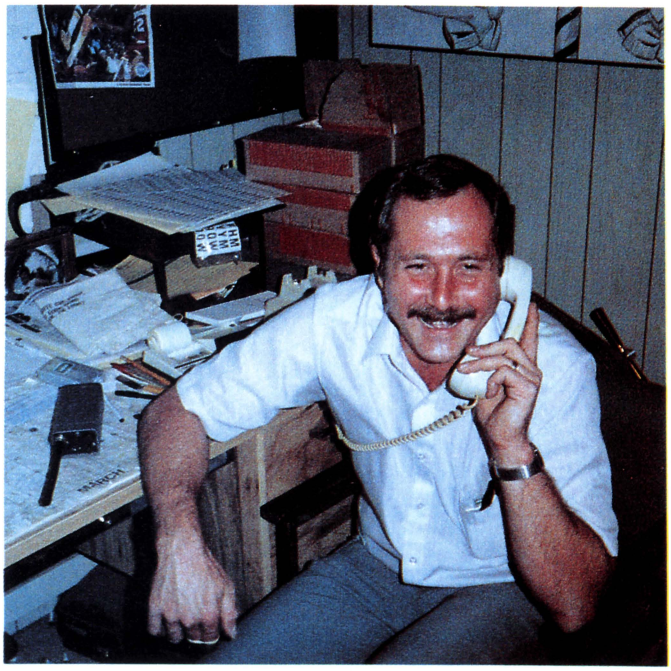

Michael Cope, games and merchandise manager for Dorney Park, handles all the group games including the Skee-Ball palace.

pavilion, paddle boats, bathing house, and a hot dog and root beer stand. These three men quickly expanded the park, adding a roller skating rink, train and octopus rides, a kiddieland, the Quassy Queen Riverboat (a 1959 purchase from Freedomland), roller coaster, indoor mini golf, bumper cars, arcade, and many more rides.

Quassy is still completely family owned and operated. The present owners are John Frantzis (vice president/general manager), George Frantzis, and Marty Woods. Eric Anderson is the park manager and top technician. John grew up in the park and Eric has worked in the park since he was 11 years old. The current merry-go-round was carved by the Philadelphia Toboggan Co. around 1899 and is something special to see and ride.

John gave me some tips about increasing my redemption earnings on a few games. I had just about given up trying to profitably operate the old style center hole rotaries and low boy cranes that have been only earning me about $50/week gross each. John took off the 25 cent push slots and replaced them with 50 cent ones. He stocked the rotaries and cranes with good quality small plush and wrapped a watch around each item. Presto, almost like magic, John's rotaries and low boy cranes are earning three times what mine are! See, visiting experts always help me improve the bottom line!! John says I also helped him improve his gross on some other games, so we are even.

Lake Compounce, Bristol, Conn.

This 70 acre park, including a mile-square spring-fed lake with beach and swimming facilities, is currently the oldest continuously running amusement park in the US--142 years running!

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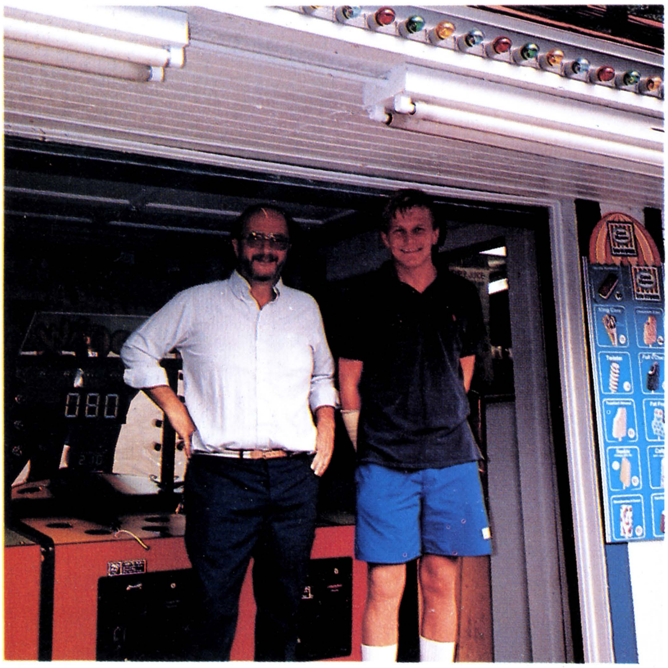

At Quassy Amusement Park, vice president and part owner John Frantzis, left, joins park manager Eric Anderson. Frantzis, an officer in the New England Amusement Park Association, has been in the park business all his life.

Lake Compounce games manager Alan Kanter orders merchandise for the 70 acre park.

Hershey Park, purchased Lake Compounce in 1986 and invested an additional $22 million in renovations. Now the company has decided to withdraw and put the park up for sale. Alan Kanter, food and games manager, and Rick Zeckman, general manager, have labored long hours over the past two years. I am confident that someone will continue the operation of this beautiful historical park.

The origins of Lake Compounce date back to 1684 when old Indian Chief Compound signed a deed conveying the lake and surrounding area to a group of settlers, including John Norton. To celebrate the deal, Chief Compound was given a large kettle containing 'firewater' and was last seen crossing the lake. From that day his watery grave was known as Lake Compounce.

In 1846 Gad Norton, John Norton's great grandson's great grandson, permitted inventor Sam Botsford to use Lake Compounce as a test site for his gunpowder explosion theory for clearing lakes. Over 1000 people gathered to witness the failed experiment. However, Gad Norton decided that day to go into the entertainment picnic business at Lake Compounce. By 1851, with capital provided by new partner Isaac Pierce, a wooden ferris wheel and revolving swings were installed. Next came the famed carousel that is the oldest running carousel in the country. 1914 marked the first roller coaster, the electric powered Green Dragon, replaced in 1927 by The Wildcat.

During the big band era most of the country's famous bands, including those of Harry James, Count Basie, Glen Miller, and Woody Herman played Lake Compounce. In 1941 Tommy Dorsey and his lead vocalist, Frank Sinatra, thrilled the park's guests.

In 1985 the Norton family sold Lake Compounce to HERCO. Dick Norton is still very active in the park association and is certainly one of the leading amusement park experts.

As I last saw it, Lake Compounce has 22 rides and dozens of midway games set among buildings themed on the period from the turn of the century. The favorites are the famed Wildcat roller coaster, Gillette Train, Zoomflume, and the 300-foot long triple-flume body slide--Huck Finn's Waterslide.

Midway games were set up and 'flashed' by Alan Kanter. Alan has been working in parks all his life, starting as arcade manager and then park manager at Rocky Glenn Park. Lake Compounce's top earning game is Gun Ball. Leaning is permitted and game play is set at one shot for 50 cents. I especially like the way Alan set up the large Dime Pitch that featured high-quality, three-foot large plush unicorns. Obtaining a fair win rate on each game, and high customer satisfaction, is the heart and sole of a game manager's job. Alan taught me much about this aspect of games operation.

I shall continue visiting amusement parks and learning all I can about their entire operation. It's a very fair trade off. I help them with their arcade and merchandise/redemption operations and they teach me all about the group games, traffic pattern set-up, park promotions, and marketing. As always....keep cranking!

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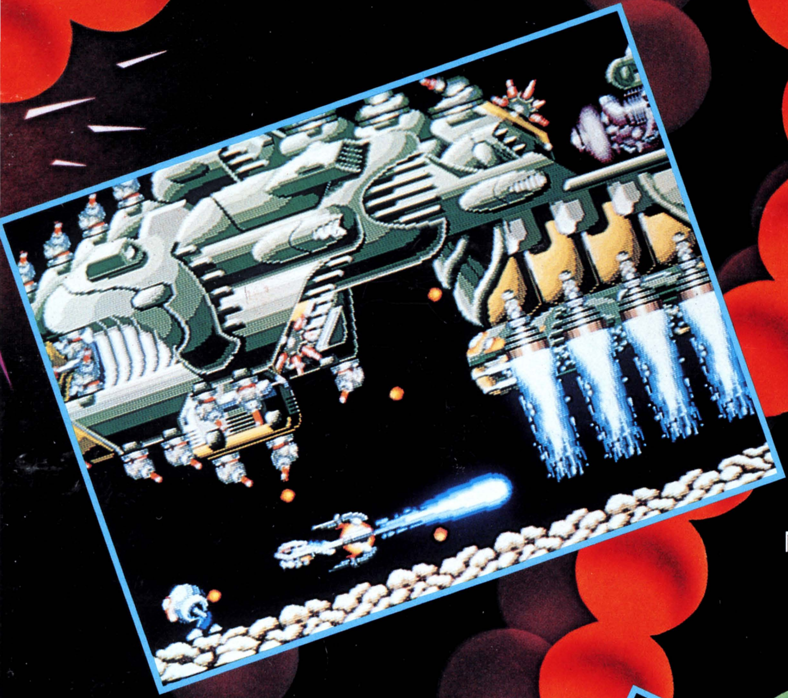

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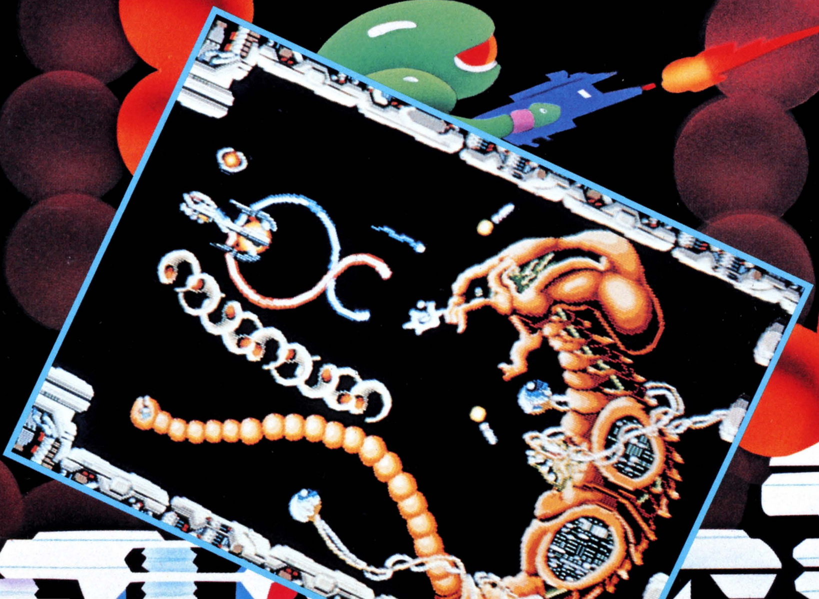

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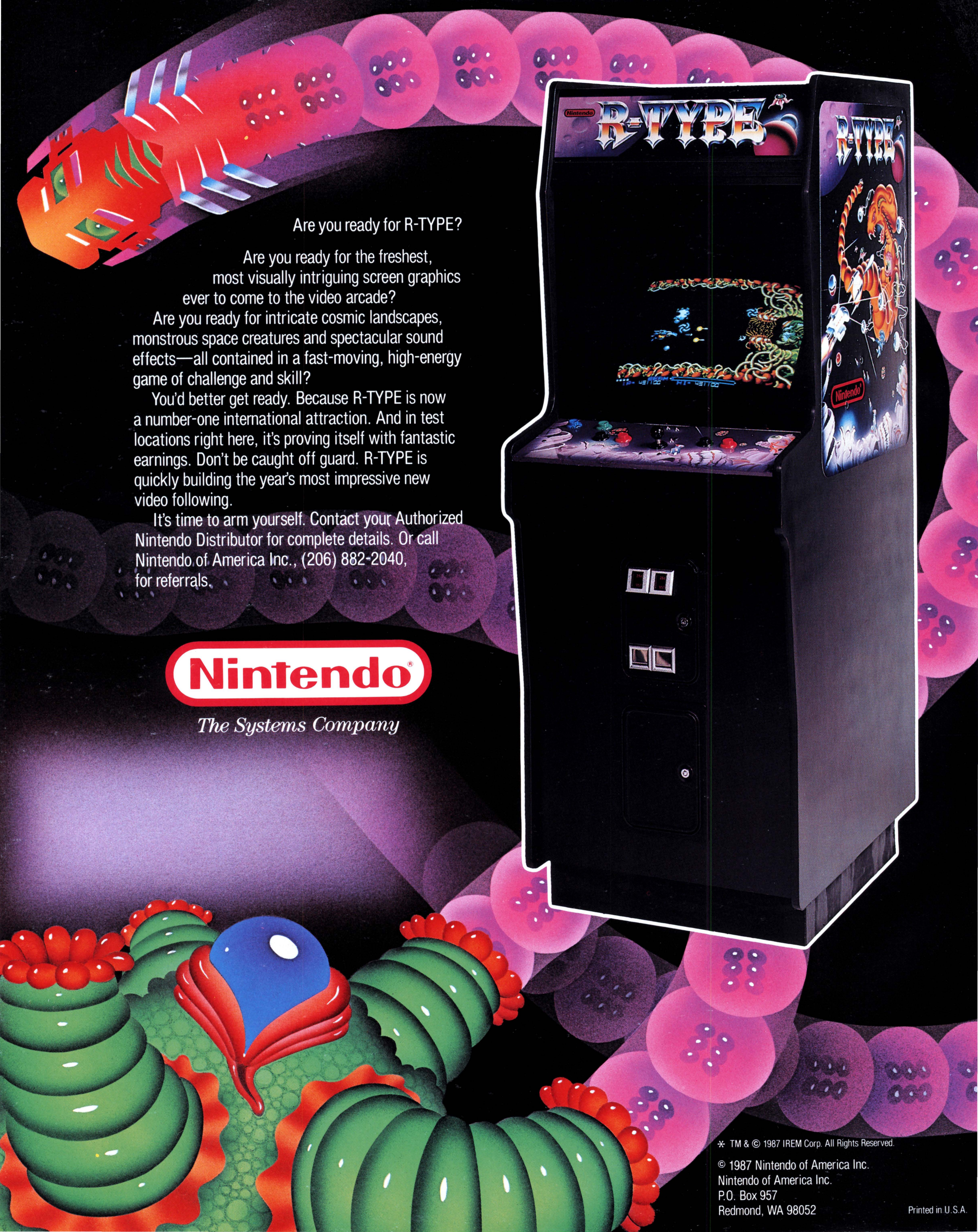

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TAX TIPS

by Irving L. Blackman

1987: A GREAT YEAR FOR YEAR-END TAX PLANNING

Year-end tax planning for the owner of a closely held business is always a good idea. Year-end tax planning might be compared to fertilizer: It makes your tax savings grow. It works best when you have either a new law or a change in tax rates. This year, you have both.

Three things are essential to a successful business year-end tax planning session. You must:

1. Arrange your meeting away from the office where the tax planning team--usually the company's top decision maker, controller, and outside tax advisor--will have enough time to pinpoint financial and tax objectives and thoroughly analyze how to meet them.
2. Gather the essential financial information--last year's financial statement and tax return; projected year-end financial statements for the current year; and a projected profit-and-loss picture for the next year. Bring a schedule of all unused carry forwards and their expiration dates.
3. Bring a comprehensive checklist of possible tax moves to help achieve your objectives.

This article provides the checklist. But first, let's talk about your objectives. The primary objective is to jockey both income and expense into the year--either 1987 or 1988--that will produce the lowest overall tax for both years.

However, sometimes your strategy will be to spread the tax impact into years after 1988. Or was 1987 a loss year? If so, your best bet may be to increase the loss as much as possible. Why? Your loss can be carried back to 1984 (when tax rates were higher), allowing you to recover a cash refund for past taxes paid; plus, the IRS will pay you interest on the refund.

The new law--Tax Reform Act of 1986 (TRA)--is the key consideration in your year-end plan. Not only does TRA provide a host of new tax rules, it pushed rates down in 1987, and rates will sink even lower in 1988. Read each item on the checklist with TRA in mind. Use the checklist more to jog your memory than as a technical analysis of the law.

BASIC STRATEGY

1. In general, accelerate deductions into 1987, when the deductions will be most valuable. Defer year-end income into 1988, when it will be taxed at lower rates.
2. S-corporation status will become increasingly attractive. The income of an S-corporation is taxed directly to its shareholders at their personal rates, which are lower under TRA than corporate rates. Thus, an S-election may reduce the overall tax burden on a closely held corporation and its owner.

A COMPREHENSIVE CHECKLIST

Balance Sheet Items

A. Cash
   1. Invest in tax-free municipals.
   2. Invest in dividend-paying stock of domestic corporations (80 percent tax-free).

   CAUTION:
   You cannot borrow to carry the above investments.
   3. Does an excess amount of cash and cash-like investments indicate an accumulated earnings problem?

B. Accounts Receivable
   1. Write off all bad accounts.
   2. Make sure below-market loans to shareholders will not exceed $10,000, resulting in nondeductible imputed dividends.

C. Inventory
   1. Are overhead items being properly included or excluded according to the new uniform capitalization rules?
   2. Sell obsolete, old, or damaged merchandise to capture inventory losses as a current deduction.
   3. If not on LIFO, write down damaged, shopworn, odd-lot and obsolete goods to salable values, less direct costs of disposition. The value assigned must be established

by actual offer for sale within 30 days of the valuation date. If the goods cannot be sold, junk them.
4. Consider switching to the LIFO method. If using LIFO, determine inventory levels needed at year-end to maximize benefits.

D. Investments
1. Realize gains to offset expiring operating or capital loss carry-forwards.
2. Realize corporate capital losses to carry back against gains of prior years.

E. Property, Plant, and Equipment Accounts
1. Instead of selling equipment, avoid gain by trading it in.
2. Initiate needed repairs and complete this year.
3. If equipment is obsolete, sell it or abandon it so you can deduct the remaining book value.
4. Place property in service before year-end to maximize depreciation; but don't blow use of mid-year convention by putting 40 percent of property in service during the last 3 months of your fiscal year.
5. Expense up to $10,000 of new personal property instead of taking depreciation over a period of years.
6. Deduct the cost of tires and tubes immediately, whether the vehicles were purchased new or used (Rev. Rul. 59-249, 73-357).

F. Liabilities
1. Debt obligations - formalize all debt obligations (particularly to stockholders/officers). Issue notes at rate required to avoid imputed interest, and pay the interest when due.
2. Structure payments received in advance (for example, for service contracts or security deposits) to be eliminated from current income.
3. Fix vacation pay liability sufficiently to warrant accrual.
4. Fix officers' and directors' bonuses by resolution before year-end.

NOTE:
Compensation, rents, and interest due to more than 50 percent shareholders must be paid in cash to receive current-year deduction.

5. With disputed amounts: to nail down current deduction
   a. Settle, possibly by deferring payments
   b. Prepay, subject of future settlement
   c. Transfer full amount to trust (or escrow) to be used to satisfy pending lawsuit. To the extent that the trust funds are not used to satisfy a claim, the return of such funds is taxable in the year received.
6. Accrue payroll taxes (FICA and FUTA) on wages *earned and accrued* in 1987, but paid in 1988.

G. Earnings and Profits
1. Pay tax-free dividends if there are no current or accumulated earnings.
2. Pay dividends. Although normally this is a no-no, it could help an accumulated earnings problem. Also, if preferred stock is held by low-bracket family members (caution if held by your children under 14 years old), dividends may help more than hurt.
3. Time dividends for the best tax advantage of the stockholders - usually declare in this year, pay next year.
4. Document reasons for accumulating earnings in excess of $250,000 ($150,000 if a professional corporation), and recite in corporate minutes. Retain all backup documentation.

H. Look at every other asset and liability on the balance sheet to determine if anything can be done taxwise.

IF YOU HAVE A CASH SHORTAGE

1. If corporation overpaid estimated income tax, file a quickie refund claim using Form 4466 within 2 1/2 months of year-end.
2. If you have a qualified pension or profit sharing plan, get an automatic 6 month extension. You can still deduct your payments for the current year, even though the actual payment is not made until 8 1/2 months after the end of your fiscal year.
3. Charitable contribution - Fix liability by corporate minutes before year-end. You get current deduction, but you have 2 1/2 months after year-end to make payment.
4. Make charitable contribution in property. You can deduct up to twice the cost of inventory.

CASH-BASIS TAXPAYER

1. Same as 2 above for a qualified plan.
2. Desire to reduce income
   a. Pay bills before year-end
   b. Defer billing
   c. Prepay expenses, non-inventory items.
3. Desire to increase income
   a. Reverse of items in item 2 above
   b. Sell future services at a discount (to encourage same), and receive payment in current year.

INCREASING/DECREASING CURRENT YEAR'S DEDUCTION--ACCRUAL BASIS

A. Increasing Deductions
1. Bonuses/compensation
   a. Consider for officers and stockholder/employees. Watch reasonableness. Must pay more than 50 percent stockholders by year-end.
   b. Consider bonuses to the key people and other employees. If amount is fixed, can deduct in 1987 but pay in 1988.
   c. Can nonrefundable commission be prepaid?
2. Qualified pension or profit sharing plan
   a. Consider large contribution under a discretionary plan, or increase benefits under a defined benefit plan.

   - b. Install a new plan.
   - c. Fund past-service liability.
   - d. Fund for the maximum deductible amount allowed, rather than the minimum amount required.
3. Incur expenses that can be paid or accrued before the end of the year. For example, consider all of the following:
   - a. Utilize maximum allowable (10 percent of taxable income) charitable deduction.
   - b. Incur advertising, sales promotion, and production and mailing costs of catalogs this year, so benefits will be received next year.
   - c. Order and obtain all types of non-inventory supplies such as printed forms and sales brochures.
   - d. Accelerate repairs and/or abandonments.
4. Travel and entertainment
   Review all documentation for any facilities (particularly a club membership) to make sure business use exceeds 50 percent, or risk loss of entire dues cost. Increase business use, as necessary, for balance of year.
5. Attend educational seminars. The costs of tuition, books, supplies, transportation, and meals (80 percent deductible) and lodging are fully deductible if education maintains or improves skills used in your business.
6. Review each item on the profit and loss statement.

B. Decreasing Deductions
1. In general, do the reverse of A above.
2. Where any expenditure for this year will provide greater benefit in the next year:
   - a. The key is to avoid the expenditure, but when this is not possible.....
   - b. Document the benefits for future years, and charge to prepaid accounts.

Decreasing/Increasing Current Year's Income - Accrual Basis

A. Decreasing Income
1. Delay shipping to next year.
2. Ship, but ship F.O.B. point of destination, so title does not pass until after year-end.
3. Make sales on consignment or approval (sometimes called guaranteed sale). Outright sale with right of return yields instant income, not a deferral.
4. Sell (and lease back) Section 1231 property at a loss.
5. Instead of selling property, give up possession in current year but give buyer:
   - a. Option to buy in next year, or
   - b. Lease with option to buy.
6. Use escrow that closes next year.
7. Where services (as opposed to inventory) are source of income, change billing procedure to defer billing into next month or quarter. (This will have to be a permanent change.)

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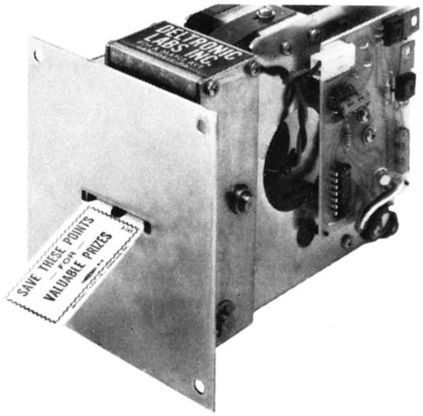

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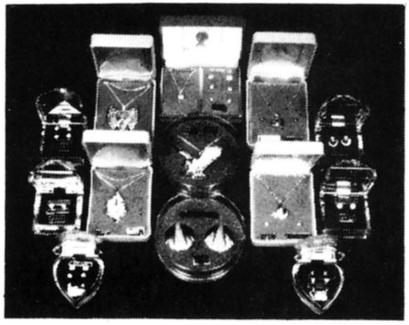

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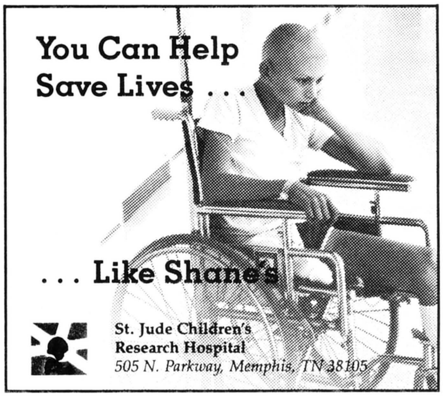
8. Structure advance payments received to be conditional or in the form of a loan-financing arrangement, rather than as a prepayment.

B. Increasing Income
   1. Occasionally the worm turns, and it is advisable to accelerate income for reasons such as:
      a. You expect to be in a higher income tax bracket next year.
      b. A net operating loss is about to expire. Don't lose it!
      c. Other carryover benefits will be lost if not currently used.
   2. The following techniques should be considered:
      a. In general, the reverse of A above.
      b. Encourage customer purchases in current year by:
         * Deferring payments;
         * Giving cash discount (next year);
         * Giving an advertising allowance, which you pay and deduct next year;
         * Using your imagination to promote current sales.
      c. Sell installment receivables.
      d. Sell (and lease back) appreciated Section 1231 property, Section 1245 property (personal) or Section 1250 property (real estate). Take back notes, but do not elect the installment method.

NOTE:
The tax law sweeps depreciation recapture into income in the year of sale even if the installment method is elected.

Year-end tax planning is always a win-win situation. Although this article will get you started, it does not attempt to cover every situation, exception or trap. The opportunities for huge tax savings are almost endless for those who do year-end planning in 1987. Make sure you get professional help.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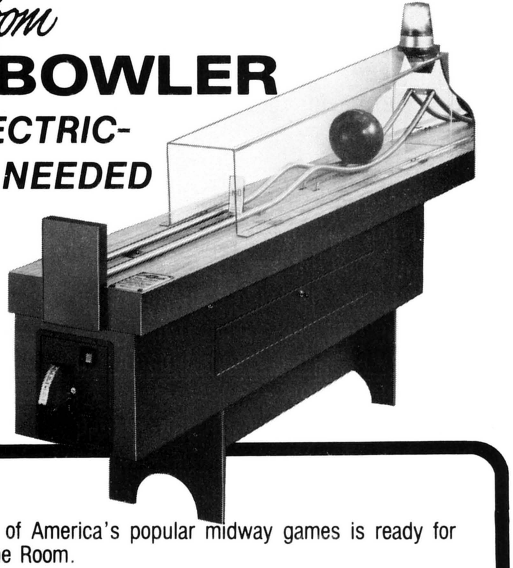

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TECHNICAL TOPICS

Xenophobe intermittent reset lock-up

by Bally Midway's Field Service Department

We have noticed that some *Xenophobes* experience an intermittent lock-up problem when the game is turned on. The background appears normal but the characters show up as garbage with a thin line down the right-hand side of the screen. This condition usually disappears when the game is turned off and on again.

To eliminate the condition completely, perform the following modification:

1. On the solder side, cut the trace that comes from the left side of the plated through-hole between IC10H and IC10J. (See Figure 1.)
2. On the solder side, jumper IC14J pin 13 to IC14J pin 1. (See figure 2.)
3. On the solder side, jumper IC14J pin 12, to the plated through-hole between IC10H and IC10J. Be sure to scrape the solder mask off the plated through-hole before soldering. (See Figures 1 and 2. This is the same plated through hole referenced in instruction 1.)
4. On the solder side, jumper IC14J pin 11 to IC15J pin 9. (See Figure 2.)
5. On the solder side, jumper IC14J pin 10 to IC14J pin 4. (See Figure 2.)
6. On the solder side, jumper IC14J pin 9 to the plated through hole between IC12D and IC12E. Be sure to scrape the solder mask off the plated through hole before soldering. (See Figure 3.)

Please note that all of our production games will have this modification included beginning with game #1410.

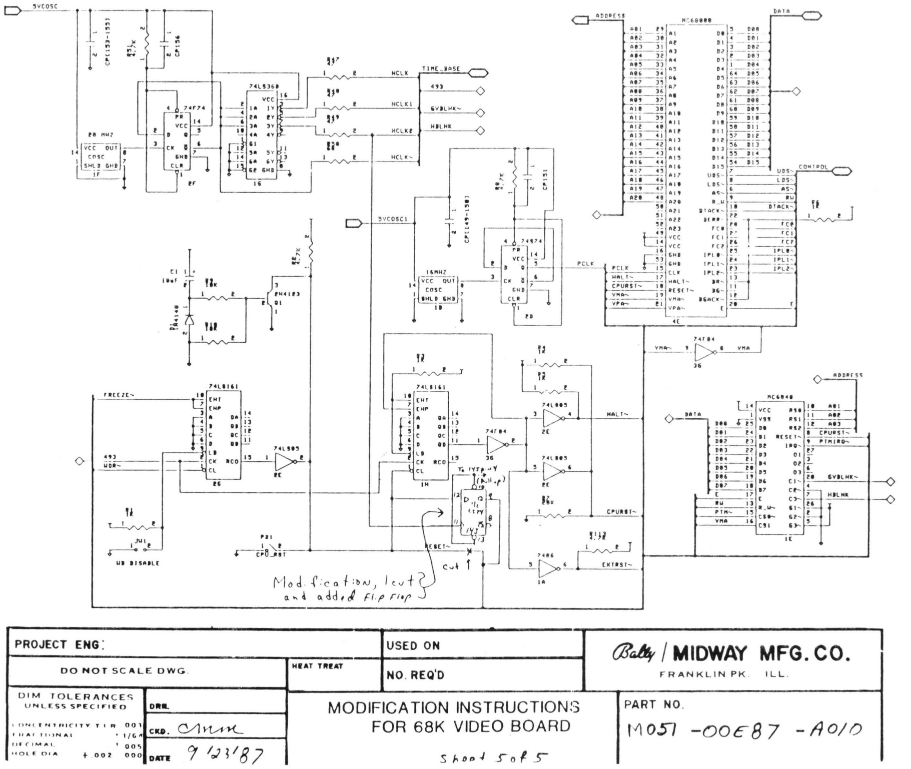
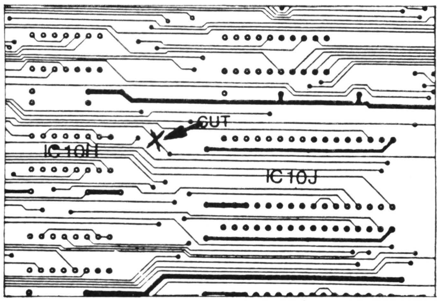
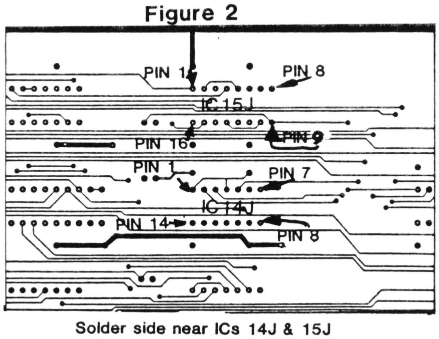

Modification, 1cut and added Flip Flop
cut
PROJECT ENG:
USED ON
Bally / MIDWAY MFG. CO.
FRANKLIN PK. ILL.
DO NOT SCALE DWG.
HEAT TREAT
NO. REQ'D
DIM TOLERANCES UNLESS SPECIFIED
CONCENTRICITY T.I.R. .003
FRACTIONAL ±1/64
DECIMAL ±.005
HOLE DIA +.002 .000
DRN.
CKD. Cmm
DATE 9/23/87
MODIFICATION INSTRUCTIONS FOR 68K VIDEO BOARD
Sheet 5 of 5
PART NO.
M051-00E87-A010

Figure 1


CUT
IC10H
IC10J

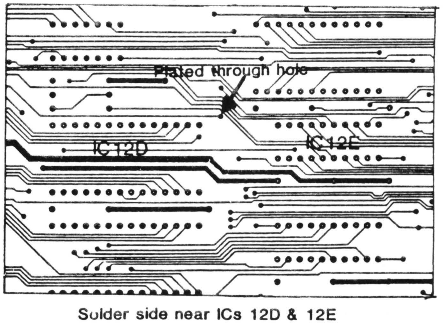
Solder side near ICs 10H & 10J
(To be used in locating cut.)

Figure 2


PIN 1
PIN 8
IC15J
PIN 16
PIN 9
PIN 1
PIN 7
IC14J
PIN 14
PIN 8

Solder side near ICs 14J & 15J
(To be used in locating pins.)

Figure 3

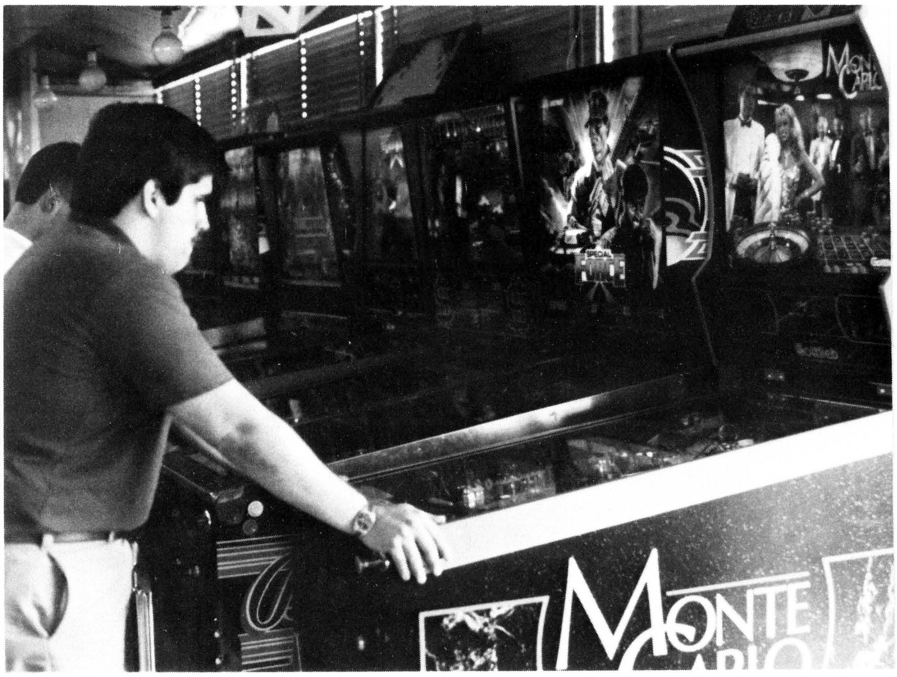

Plated through hole
IC12D
IC12E

Solder side near ICs 12D & 12E
(To be used in locating Plated through Hole.)

TECHNICAL TOPICS

Solving the problem of broken wire gates

by Russell Minter



How many of you pinball operators have run into this problem? A new pin is on location, customers are filling the cashbox with quarters and then a wire gate breaks.

It seems that most of the wire gates on today's pins are unique and special orders have to be made to replace each part. This takes time and money.

Most gates usually don't get enough use (or abuse) to break often. However, certain new pins seem to have gates mounted in key places. These gates are getting more use than normal. For example, on *Comet*, a gate next to the left flipper seems to break often and on the pinball *F-14 Tomcat*, two gates at the top center are used each time a ball is shot.

We at Tip Top Amusement, Inc., feel we have found an easy and inexpensive way to repair wire gates and rollovers.

Any music store that sells or repairs pianos has what you need for these repairs--piano wire!! It costs less than 20 cents a foot and comes in different diameters that can be bent to any shape desired. This wire is the same type wire that pinball manufacturers use. It seems just as strong and can be easily shaped with a pair of pliers. The broken wire can be used as a pattern. Once you begin using piano wire, you will find that your repairmen can replace broken parts on location in a matter of minutes.

We have been using piano wire replacements for several months now and have found them to be as reliable as factory-made parts. No more down time waiting for parts orders!

We are convinced that we have found an effective method of repairing gates and rollovers; we'll never buy another wire from our parts supplier again.

Audio Visual
Amusements

OFFERING THE FINEST
NEW AND USED EQUIPMENT
YOU'VE TRIED THE REST, NOW TRY THE BEST!!
We're Eager To Serve
1901 Delmer Blvd., St. Louis, Missouri 63103
314-421-5100
for further information, call Pete Entringer collect

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MERRY
CHRISTMAS

Billboard TOP TEN

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HOT 100

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1. MONY MONY	BILLY IDOL	CHRYSALIS 43161
2. (I'VE HAD) THE TIME OF MY LIFE	BILL MEDLEY & JENNIFER WARNES	RCA 5224
3. HEAVEN IS A PLACE ON EARTH	BELINDA CARLISLE	MCA 53181
4. I THINK WE'RE ALONE NOW	TIFFANY	MCA 53167
5. BRILLIANT DISGUISE	BRUCE SPRINGSTEEN	COLUMBIA 38-07595
6. BREAKOUT	SWING OUT SISTER	MERCURY 888 016-7/POLYGRAM
7. SHOULD'VE KNOWN BETTER	RICHARD MARX	EMI-MANHATTAN 50083
8. LITTLE LIES	FLEETWOOD MAC	WARNER BROS. 7-28291
9. I'VE BEEN IN LOVE BEFORE	CUTTING CREW	VIRGIN 7-99425
10. FAITH	GEORGE MICHAEL	COLUMBIA 38-07623

COUNTRY

TITLE	ARTIST	Label & Number/Distributing Label
1. I WON'T NEED YOU ANYMORE (ALWAYS AND FOREVER)	RANDY TRAVIS	WARNER BROS. 7-28246
2. LYNDA	STEVE WARINER	MCA 53160
3. SOMEBODY LIED	RICKY VAN SHELTON	COLUMBIA 38-07311
4. ONLY WHEN I LOVE	HOLLY DUNN	MTM 72091/CAPITOL
5. THE LAST ONE TO KNOW	REBA MCENTIRE	MCA 53159
6. ONE FOR THE MONEY	T.G. SHEPPARD	COLUMBIA 38-07312
7. SHE COULDN'T LOVE ME ANYMORE	T. GRAHAM BROWN	CAPITOL 44061
8. DO YA'	K.T. OSLIN	RCA 5239-7
9. IF THERE'S ANY JUSTICE	LEE GREENWOOD	MCA 53156
10. THOSE MEMORIES OF YOU	DOLLY PARTON, LINDA RONSTADT, EMMYLOU HARRIS	WARNER BROS. 7-28248

ADULT CONTEMPORARY

TITLE	ARTIST	Label & Number/Distributing Label
1. THE TIME OF MY LIFE	BILL MEDLEY & JENNIFER WARNES	RCA 5224
2. CANDLE IN THE WIND	ELTON JOHN	MCA 53196
3. VALERIE	STEVE WINDWOOD	ISLAND 7-28231 WARNER BROS.
4. BREAKOUT	SWING OUT SISTER	MERCURY 888 016-7/POLYGRAM
5. BRILLIANT DISGUISE	BRUCE SPRINGSTEEN	COLUMBIA 38-07595
6. I'VE BEEN IN LOVE BEFORE	CUTTING CREW	VIRGIN 7-99425
7. THAT'S WHAT LOVE IS ALL ABOUT	MICHAEL BOLTON	COLUMBIA 38-7322
8. DON'T MAKE ME WAIT FOR LOVE	KENNY G.	ARISTA 1-9625
9. RESERVATIONS FOR TWO	DIONNE & KASHIF	ARISTA 1-9638
10. LITTLE LIES	FLEETWOOD MAC	WARNER BROS. 7-28291

HOT BLACK

TITLE	ARTIST	Label & Number/Distributing Label
1. ANGEL	ANGELA WINBUSH	MERCURY 888 831-7POLYGRAM
2. DON'T GO	MARLON JACKSON	CAPITOL 44047
3. SKELETONS	STEVIE WONDER	MOTOWN 1907
4. I WONDER WHO SHE'S SEEING NOW	THE TEMPATIONS	MOTOWN 1908
5. STSTEM OF SURVIVAL	EARTH WIND & FIRE	COLUMBIA 38-07608
6. (BABY TELL ME) CAN YOU DANCE	SHANICE WILSON	A&M 2939
7. YOU AND ME TONIGHT	DEJA	VIRGINA 99422
8. I WANT TO BE YOUR MAN	ROGER	REPRISE 7-28229
9. CERTIFIED TRUE	THE BAR-KAYS	MERCURY 888 837-7/POLYGRAM
10. CRITICIZE	ALEXANDER O'NEAL	TABU 407600/E.P.A.

TEN YEARS AGO

Three years and still going strong was how editor and publisher Ralph Lally described Play Meter at the end of its third year. Lally took the opportunity to once again confirm Play Meter's devotion to the operator population. "We learned a long time ago that today's operator needs honest, reliable information if he is going to realize his maximum as a modern day businessman. Play Meter is dedicated to those needs, and our ever-expanding list of subscribers tells us that we're on the right track," explained Lally.

The December 1977 issue highlighted the AMOA show the month before. However, NAMA had surprised the industry with an invitation to music and games manufacturers to exhibit at its show a short time before AMOA. Play Meter questioned the motives of NAMA and looked at it as perhaps less than favorable. Play Meter asked a vending operator how he felt about the music and games exhibits, he replied, "Oh, it's wonderful for the kids. It keeps them entertained and off our hands." Although it may be the thought that counts, apparently not enough thought went into the addition of music and games at the national vending show. The exhibits were off to the side almost as if an afterthought. And too many felt that exhibiting at NAMA would detract from AMOA. "Does NAMA represent a threat to our industry or will they emerge as a newly-found ally? Only time will tell," an editorial asked. Of course, ten years later we know that NAMA has emerged as an ally.

The AMOA coverage story was titled "The Best and the Biggest" referring to a record attendance of 5,487 and 290 booths. AMOA proclaimed the show the biggest ever. Although new video games, solid state pins, and other equipment was out in force, phonographs still held their place as top banana. In fact, Play Meter devoted 10 full color pages to the latest and greatest jukeboxes.

D. Gottlieb & Co. emerged after maintaining an extremely low profile because of unfavorable press and journalistic trickery. However, Columbia Pictures had just purchased Gottlieb and it appeared in force at AMOA. But Bally had the most unusual pin called *Bigfoot*, an electromechanical amongst the solid state entries from all the major pinball manufacturers. However, it's attraction was not inside. It was a giant pinball utilizing a cue ball for play.

SAFARI
by Gremlin

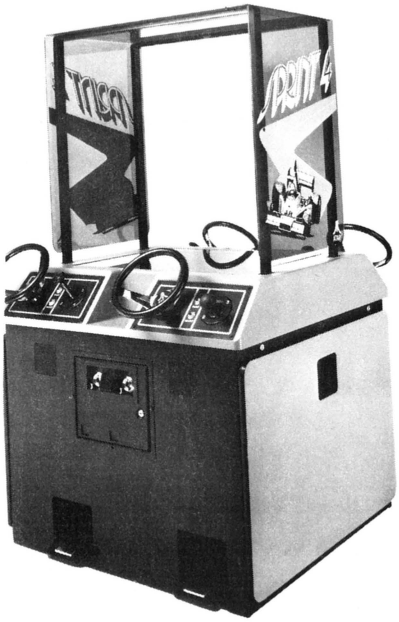
On the video scene, some games that we all still remember were introduced: Atari's *Sprint 4* and Cinematronics' *Space Wars*. Table soccer, pool, and novelty pieces were also shown.

Play Meter's coinman in December 1977 was Maurice Terry of Play More Games. He expressed his opinion on AMOA and what he liked. He said the show was fantastic. A major part of his route was jukeboxes so Play Meter asked him if he thought jukeboxes were on the decline. "I have been to some states where I find that they still have their music on dime-play. I think that some states and operators are backwards in time," he observed. "I don't know what I would do without my phonographs. They are the backbone of my business," he added. It might be interesting to hear what he has to say about the new CD phonographs!

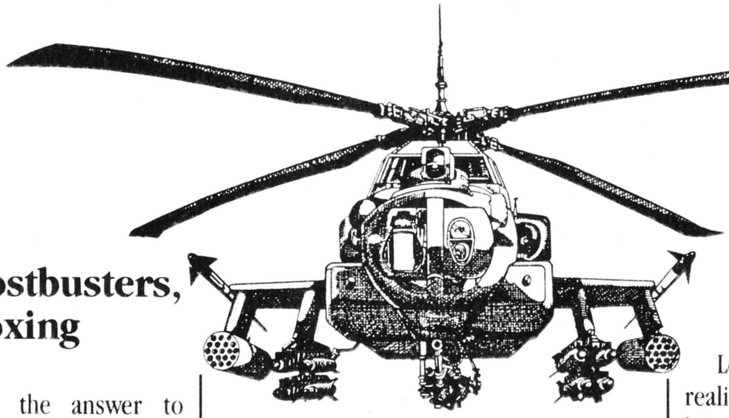
In other news Ramtek's Mel McEwan received the Henry A. Geunther Trophy for the most meritorious exhibit dealing with games at the International Association of Amusement Parks and Attractions; Allied Leisure, who had previously filed for Chapter 11, announced that it was back in business; Rock-Ola held its annual distributors meeting; Irving Kaye Co. sponsored a $10,000 Hurricane Foosball Tournament; Abloy Inc. changed its name to Abloy Security Locks; Portale Automatic Sales in Los Angeles opened a new office in San Francisco; the industry mourned the loss of Pete Geritz, president of Mountain Coin Machine Distributors; Shaffer Distributing hosted a lavish open house to preview Rowe's new phonographs; and NSM added four new names to its list of distributors.

Ten years ago the British were reporting the decline of their phonograph business. Reasons cited for this decline were crippling performing rights dues, high cost of new equipment, escalating overheads, falling rents, and inflation. The number of jukeboxes on location had dropped 14 percent and predictions for further reductions were feared.

The new product section of the magazine featured U.S. Billiards' *Silver Falls*; Gottlieb's *Cleopatra*; Playmatic's *Space Gambler*; Gottlieb's *Vulcan*; Gremlin's *Safari*; *Sprint 4* by Atari; *Super Death Chase* by Exidy; Universe Affiliated's *Mole Hunter*; *Circus* by Exidy; Midway's *Tank Battle*; *Fowl Play* by Sunbird; and *Canyon Bomber* by Atari.



NEW PRODUCTS



The Real Ghostbusters, TKO Boxing

Data East provides the answer to "Who ya gonna call?" with its newest dedicated one-to three-player video, *The Real Ghostbusters*.

The ghostbusters symbol is easily recognizable as is the movie theme song. Onscreen characters and cabinet graphics are taken from the children's cartoon series by the same name. Data East acquired the rights to the logo and characters from Columbia Pictures and the original movie music from singer Ray Parker, Jr.

The game allows the player(s) to become ghostbusters Peter Venkman, Ray Stantz, and Egon Spengler. Each character has a nutron wand with a proton pack to capture ghosts that can be activated by fire buttons. Once the spooks, spectors, and goblins are captured, they are deposited in a ghost containment unit and points are scored based on the number deposited.

Data East has also introduced a two-player conversion kit, *TKO Boxing*, for the Nintendo VS. System. It brings ringside action to the video screen and provides a new sports update for VS. Systems. For more information, or distributor referral, write Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7074.

THE REAL
GHOSTBUSTERS

Airwolf

Hokkaido/United Amusements announces its newest kit, *Airwolf*, licensed through MCA/Universal Studios and Kyogo Trading.

Airwolf is a horizontal monitor kit with one joystick and two fire buttons. A helicopter fighting game, it is readily recognizable from the television series by the same name.

Players pilot the attack copter and maneuver it to fight off all enemies, using an air-to-air button to shoot oncoming missiles, jet fighters, helicopters, bombers, and parachutists. An air-to-ground button allows players to shoot armies, half-tracks, tanks, missile silos, and enemy ships. Extra fire power and turbo boosts are available as in the games *1942*, *1943*, and *Mission XX*. Graphics are similar in nature to *Choplifter*.

Game play is full of action and the *Airwolf* attack copter is capable of doing loops, making the game player invincible.

For more information, write Hokkaido/United Amusements, 1975 Riverside Drive, Los Angeles, CA 90039; 800/722-8258 or (215) 664-1335.

Quarterback

Leland Corp. gives big 25-inch screen realism to the sport of football with its latest dedicated one-or two-player upright, *Quarterback*. In *Quarterback*, players call their own plays using a spring-loaded joystick that gives complete control of passing and kicking. An action button lets players tackle, jump, and even dive. The exclusive individual stat storage feature records player statistics, win-lose records, and difficulty levels which keeps them coming back for more challenging games.

Other features include realistic sounds and graphics that satisfy those Sunday afternoon cravings for action, and a selection screen that allows players to call their own plays on offense and defense.

The high score screen indicates players with the biggest salaries. At half-time, cheerleaders put on a show.

For more information, or distributor referral, write Leland Corp., 1841 Friendship Drive, El Cajon, CA 92020; (619) 562-7000.

QUARTERBACK
QUARTERBACK

DUNGEONS & DRAGONS

Dungeons & Dragons

Fire breathing dragons, a dragon's lair, and musty dungeons are all part of the fantasy realm of *Dungeons & Dragons*, a popular game brought to life by Bally in pinball form.

Game features include the Bally "ball blaster" flipper bats, new cabinet design, and removable back box strobe. The newly angled cabinet offers maximum playability.

The object of *Dungeons & Dragons* is to extinguish the dragon's flame using shield, dust, and sword targets when lit, and collecting unlit portions. To regain lit targets, players must take a path that restores weapons or slide down a magical lane.

There's also a new "teleport" mechanism that captures the ball in mid-play and sets the game up for multi-ball play through the illusion of ball teleportation.. Other special characteristics include a dungeon level feature, bell tower and extra ball, 1,000,000 shot, magic save, and shooter lane skill shot.

For more information, or distributor referral, write Bally Midway Mfg. Co., 10601 W. Belmont Ave., Franklin Park, Il 60131; (312) 451-9200.

Super 6 Plus, Arachnid Web

Arachnid has developed the English Mark Darts *Super 6 Plus* with two new games (*Tic Tac Darts, Horse*) and a new front face plate (*Arachnid Web*) for all its English Mark Darts games.

Tic Tac Darts brings a familiar game to darts with a game grid, X's and O's, and points to score. The board computer randomly selects what numbers will appear in the eight positions of the game grid, with the bullseye always being the center square.

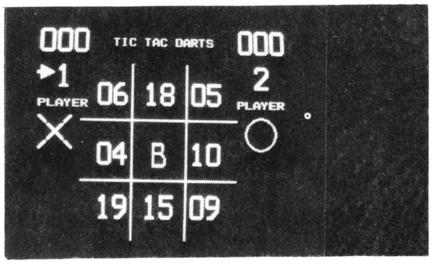
To capture a square, the player must hit the number four times with doubles counting for two hits, triples three hits, and singles only one. The goal is to connect three squares in a row, up, down, or diagonally.

Horse is based on the street basketball game and players must equal or better the shot of those shooting ahead of them to issue the letters H-O-R-S-E to their opponents and eliminate them from the game.

The *Super 6 Plus* is offered as an easy update kit for on-location model 6000 dart games.

The *Arachnid Web* is an easily mounted front face plate that surrounds the target with a dart catching web. It is an update part for the Super 6 and the 4500, 5000 and all models back to the 1000.

For more information, or distributor referral, write Arachnid, Inc., 6421 Material Ave., Rockford, IL 61132; (815) 654-0212.

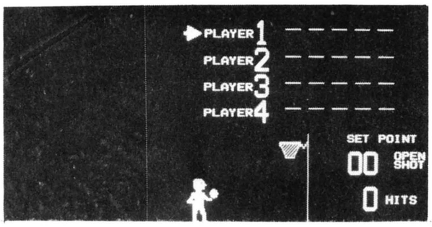


000 TIC TAC DARTS 000

➔1 PLAYER 06 18 05 2 PLAYER

X 04 B 10 O

19 15 09



➔PLAYER1 -----

PLAYER2 -----

PLAYER3 -----

PLAYER4 -----

SET POINT

00 OPEN SHOT

0 HITS

GUERRILLA WAR
SNK

Guerilla War

SNK Corp. introduces its first dedicated upright video for one-or two-players with *Guerrilla War.*

The game has a player buy-in and continuation/multiple coin-up option. Controls include an eight-way rotary joystick that controls the players' movements as they become guerrilla soldiers attempting to overthrow an oppressive government and liberate its people.

While fighting their way to the capitol, the players must conquer the opposing armies on land, in water, and in the air. Weapons at their disposal include bazookas and flamethrowers that provide the player with greater firepower. Bonus points are awarded when the players free captured comrades.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.

Operation Wolf

Authentic gun action takes center stage in Taito's dedicated video, *Operation Wolf.*

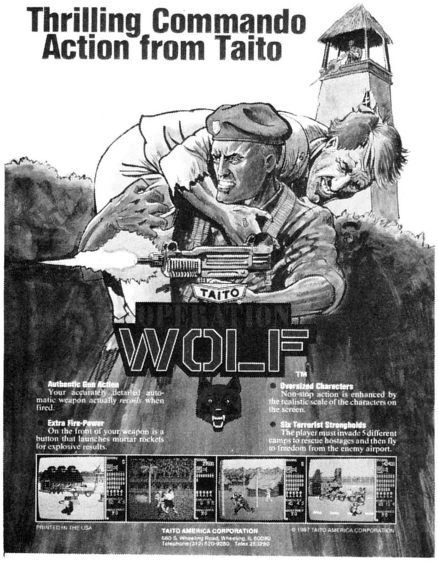
This search-and-rescue situation is made memorable by an unusual cabinet configuration, recoiling gun action, and oversized screen characters. Players invade six terrorist strongholds on a journey through five enemy camps and the final escape route, the heavily defended enemy airport.

Extra fire power is available on the front of the weapon in the form of a button that launches mortar rockets. Holding the gun's trigger results in continuous firing. After finishing the opening scene, six screens appear. Players choose a scene by shooting it.

Enemies shoot at the player after flashing. If hit, the player is damaged. Enemy knives, hand grenades, and rockets can be destroyed by hitting them before they reach the lower part of the screen.

Helicopters can be destroyed with 10 bullets or one rocket. Armored motorcars and patrol boards can be destroyed with five bullets. A scene is cleared when the number of enemies reaches 0.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.


Thrilling Commando Action from Taito
TAITO
OPERATION WOLF
TM

Authentic Gun Action
Your accurately detailed automatic weapon actually *recoils* when fired.

Extra Fire-Power
On the front of your weapon is a button that launches mortar rockets for explosive results.

Oversized Characters
Non-stop action is enhanced by the realistic scale of the characters on the screen.

Six Terrorist Strongholds
The player must invade 5 different camps to rescue hostages and then fly to freedom from the enemy airport.

PRINTED IN THE USA

TAITO AMERICA CORPORATION
660 S. Wheeling Road, Wheeling, IL 60090
Telephone (312) 520-9280 Telex 253290

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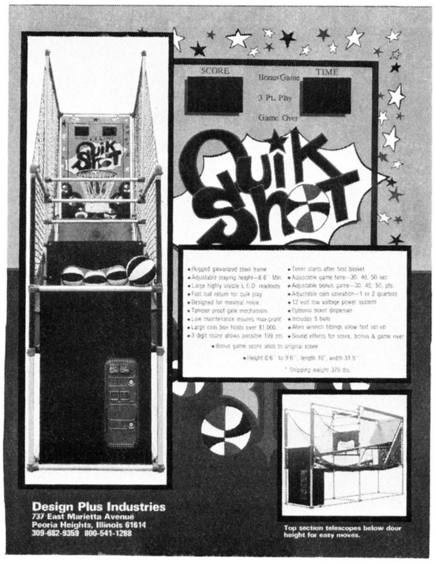


- Rugged galvanized steel frame
- Adjustable playing height—8'6" Min
- Large highly visible L.E.D. readouts
- Fast ball return for quik play
- Designed for minimal noise
- Tamper proof gate mechanism
- Low maintenance insures max-profit
- Large coin box holds over $1,000
- 3 digit score allows possible 199 pts.
- Timer starts after first basket
- Adjustable game time—30, 40, 50 sec.
- Adjustable bonus game—30, 40, 50, pts.
- Adjustable coin operation—1 or 2 quarters
- 12 volt low voltage power system
- Optional ticket dispenser
- Includes 5 balls
- Allen wrench fittings allow fast set-up
- Sound effects for score, bonus & game over
- Bonus game score adds to original score
- Height 6'6" to 9'6", length 10', width 31.5"
- Shipping weight 375 lbs.

Design Plus Industries
737 East Marietta Avenue
Peoria Heights, Illinois 61614
309-682-9359 800-541-1288

Top section telescopes below door height for easy moves.

Quik Shot

Design Plus Industries introduces *Quik Shot*, a basketball game with rugged galvanized steel frame.

Quik Shot has an adjustable playing height of eight feet six inches minimum. Features include large LED readouts, fast ball return, tamper proof gate mechanism, large coin box holding over $1,000, and a timer that starts after the first basket.

Among the adjustable features are game time, bonus game, and coin operation for one or two quarters. The three-digit score allows a possible 199 points. The bonus game score adds to the original score. Sound effects accompany score, bonus, and game over.

Allen wrench fittings allow fast set-up time and the voltage power system is a low 12 volt. A ticket dispenser is optional.

For more information, write Design Plus Industries, 737 E. Marietta Ave., Peoria Heights, IL 61614, 800/541-1288 or (309) 682-9359.

Tecmo Bowl

More football action is in store with Tecmo's new double monitor sports video, *Tecmo Bowl.*

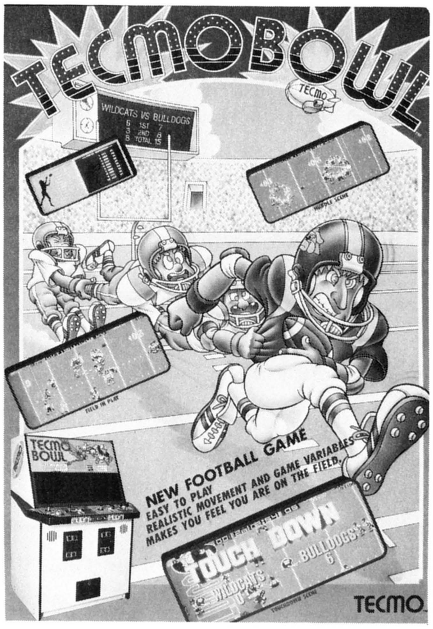
Realistic movement and game variables make the players feel like they are actually on the field. One-to four-players can compete in *Tecmo Bowl.* Blue and purple men play for the Wildcats and red and yellow men play for the Bulldogs.

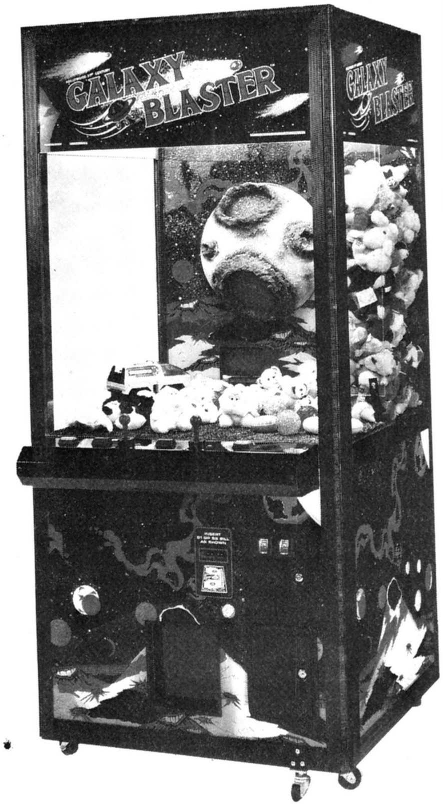
Players have a number of controls at their disposal. There is a pass button for throwing the football to a receiver and a tackle button to tackle opponents. Tacklers can be shaken off by use of the joystick.

For increased revenues the game offers a buy-in feature and continued playing time. Bonus time is awarded for interceptions, touchdowns, and other special moves.

For more information, or distributor referral, write Tecmo, Inc., Victoria Business Park, 18005 S. Adria Maru Lane, Carson, CA 90746; (213) 329-5880.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.





Galaxy Blaster

Hollywood Merchandisers adds a new product to its line of merchandising equipment with *Galaxy Blaster*, available in mini, jumbo, and monster sizes.

Features of this space-theme merchandiser include durable metal construction, 1/4 inch tempered plate glass viewing area, and front door that swings open for easy accessibility to all areas but the cashbox.

The over and under coin door system has a high security locking cash box. Hollywood offers a one year warranty on the PC board and a lifetime warranty on the mechanism and claw unit.

Options include a ticket dispenser, dollar bill acceptor ($1 and $5 with bonus features), moving craters and targets, cycle and attract mode with special lights and sounds, and automatic plush refill.

For more information, write Hollywood Merchandisers, Inc., West Coast: 8044 Lankershim Blvd., North Hollywood, CA 91605; 800/992-2274 or (818) 767-0981. East Coast: 714 Third St., Altoona, PA; 800/537-7543 or (814) 946-4040.

Pyros

Ghouls, monsters, and castles dominate in *Pyros*, a rescue of an unusual sort from Taito America Corp. in kit form.

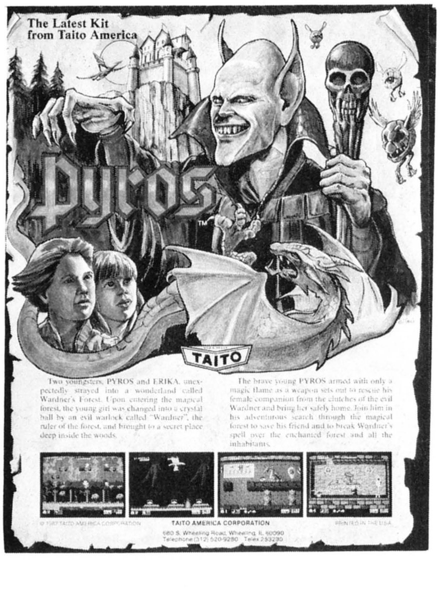
Fairy tale elements are intertwined for a new look at "rescue the princess". Here, a girl named Erika has been changed into a crystal ball by an evil warlock in the enchanted Wardner's Forest. Pyros is the hero who must save her from Wardner's hold and break the evil one's spell over the forest.

A continuation feature helps clear game stages and continue the adventure. An eight-way joystick allows Pyros to move away from enemies and destroy them with his magic flame thrower.

The flame thrower starts with a single flame and can be reinforced to rapid fire. Other reinforcement items can be collected by finding them hidden in the forest or purchasing them from merchants' shops in parts of the forest.

There are four stages to clear before entering the castle basement of Wardner's Room where this master of evil must be destroyed.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.


The Latest Kit from Taito America
Pyros
TAITO

Two youngsters, PYROS and ERIKA, unexpectedly strayed into a wonderland called Wardner's Forest. Upon entering the magical forest, the young girl was changed into a crystal ball by an evil warlock called "Wardner", the ruler of the forest, and brought to a secret place deep inside the woods.

The brave young PYROS armed with only a magic flame as a weapon sets out to rescue his female companion from the clutches of the evil Wardner and bring her safely home. Join him in his adventurous search through the magical forest to save his friend and to break Wardner's spell over the enchanted forest and all the inhabitants.

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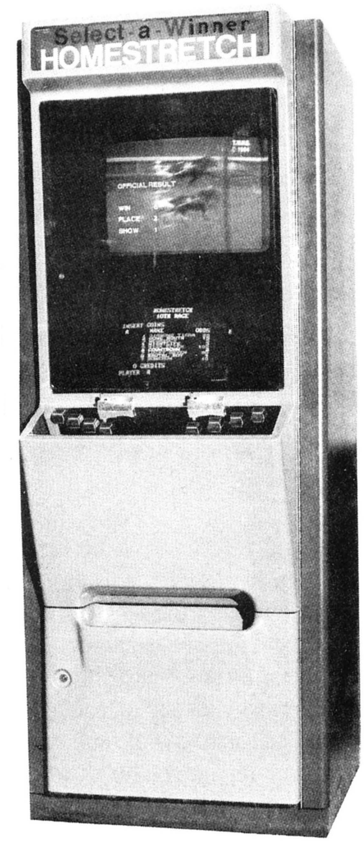


Homestretch

The popular spectator sport of horseracing comes to the video screen in *Homestretch*, designed by The World of Amusement Devices and marketed by Select-A-Winner International.

Homestretch features include front door serviceability, industrial quality sealed laser disc player, 19-inch monitor for the race sequence and 13-inch monitor for horses names and odds. The game also offers remote diagnostic maintenance via modem.

The cabinet is constructed of galvanized steel with a fiberglass front for durability. Circuit breakers have been used in place of fuses and all wiring uses standardized harness connections.

There is also an exclusive accounting system that allows checking for high and low profit days even if the game is turned off. *Homestretch* has conversion capabilities and can be updated with new games.

For more information, write Select-A-Winner International, 43 Eglinton Ave. E., Suite 401, Toronto, Ontario, M4P 1A2; (416) 488-9579.

Blades of Steel

Hockey action abounds in Konami's two-player dedicated upright, *Blades of Steel.*

The game provides a good mix of hockey strategy and expected player conflicts. Players face-off, then skate around the rink trying to gain control of the puck. Checking or punching opponents can mean a stolen puck.

Special effects include an announcer describing the action, cheering crowds, and presentation of a trophy to the winning team at the end of three periods of play. Controls include one trackball and three buttons for face-off/pass, shoot, and fight.

One quarter gains one minute of playing time that can be expanded to three 20-minute periods. If one player beats the computer he gets extra playing time. A full game is three 20-minute periods, with bonus stages after each--Slap Shot or Block Shot stage.

When tempers flare, one-on-one blows lead to a close-up fight. The only game penalty occurs when a player loses the fight. He is ejected from the game for 30 seconds, putting the game into Power Play and the winner gains control of the puck.

For more information, or distributor referral, write Konami, Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

BLADES OF STEEL

American Football

Tecmo takes football another step forward with *American Football,* a one-to four-player interactive football video in a dedicated upright cabinet.

The game comes in the midst of the NFL season and provides the players with dramatic sound effects and high resolution graphics that add to the realistic game play.

Armchair quarterbacks all over the country can try their hands at football maneuvers without getting placed on injured reserves. There are four joysticks and two monitors on the game. America's love affair with football goes beyond the fall months, making this sports entry an all year round choice.

Tecmo has scored well with other sports-theme games such as *Gridiron Fight* and *World Cup Soccer.* For more information, or distributor referral, write Tecmo, Victoria Business Park, 18010 S. Adria Maru Lane, Carson, CA 90746; 800/457-6050 or (213) 329-5880.

R-Type

Nintendo announces its first dedicated video since 1984 with the new cosmic encounter, *R-Type.*

Players find themselves at the controls of a powerful R-9 interstellar craft and must maneuver it through the monstrous Bydo Empire. The mission undertaken is to destroy the evil forces threatening the cosmos and fight to the death against such space oddities as gigantic slithering serpents, whirling space bugs, and galactic warships.

Players must use the awesome fighting power of the R-9 and its R-Type lasers to repel the enemy and seek out power crystals that provide added weapon strength and protection.

Eight stages of battle must be survived before facing the final confrontation and a galaxy-winning finale.

For more information, or distributor referral, write Nintendo of America, Inc., P.O. Box 957, Redmond, WA 98052; (206) 882-2040.

R-TYPE
R-TYPE

For the best of reasons
CONDOMS
AIDS NOTICE
$1.25

Restyled Condom Units

L.J.P. Enterprises has completely restyled its condom vending line and introduced new features in construction.

The company offers the Model 2020 twin magazine single vend unit; the Model 2002 dual, interchangeable machine that dispenses up to a three-pack of condoms; and the Model 2010 that can be set up to dispense O.B. Tampons.

All three machines feature interchangeable magazines that can be easily changed and do not require service personnel. The units are constructed in three separate pieces. In case of vandalism the vendor does not have to buy a new machine, but simply replaces damaged parts.

Construction includes stainless steel outer shells, powder epoxy (not paint) on all surfaces that require another finish other than the stainless, tubular steel barrel locks, and ESD coin mechs adjustable from 50-cents to $2.

The company also provides a complete product line of name brands to stock the machine and offers a complete vendor start-up program that includes financing assistance to qualified parties.

For more information, write L.J.P. Enterprises, Inc., 357 271/2 Road, Grand Junction, CO 81501; 800/443-5358 or (303) 242-9430.

Big Guns

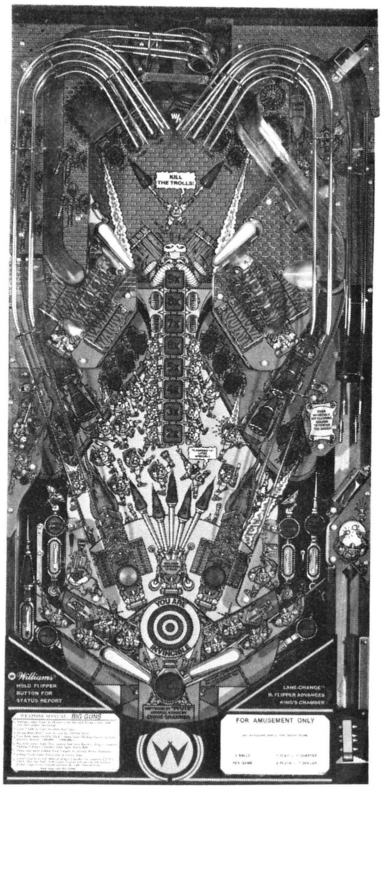
Williams Electronics' exceptionally high scoring pinball, *Big Guns*, offers the player everything from medieval castles to futuristic space wars.

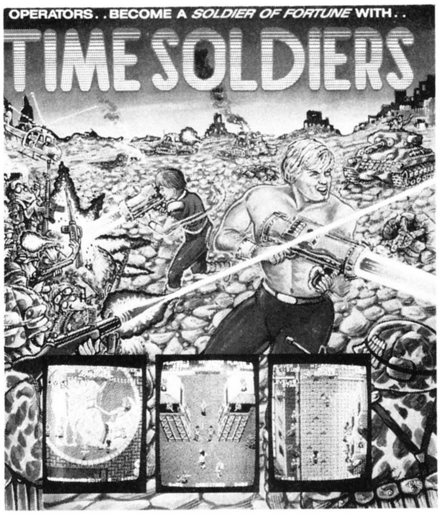
There's a tyrannical king holding a beautiful queen captive, guns on the playfield, and excitement that extends to the backglass with a unique three-dimensional chamber. There's also a special software feature for operators to program their own messages to players.

The player's mission is to become invincible by loading the lit gun during multi-ball play. Then, keeping at least two balls in play and hitting the flashing guards rescues the queen for a possible three million jackpot value.

A skilled plunger shot can score 100,000. There's a loop shot to advance to the bonus multiplier, trolls hiding under a bridge, plus a force field that can be raised between the flippers and lower guards to advance the flak gun and award shots in the King's Chamber on the backglass for a possible extra ball.

For more information, or distributor referral, write Williams Electronics Games, Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.




OPERATORS. . BECOME A SOLDIER OF FORTUNE WITH. .
TIME SOLDIERS

Time Soldiers

Become a soldier of fortune and travel through time tunnels to rescue fellow commandos in Romstar's newest video, *Time Soldiers*, a one-or two-player universal conversion kit for vertical monitors.

Five comrades must be rescued from the five following worlds: primitive, futuristic, Roman, battlefield, and war. Players utilize a joystick, fire button, and hyper weapons button.

The computer chooses the worlds entered, but each one does not necessarily have a comrade to rescue. Players must be alert to flashing lights on the top of the monitor indicating a comrade in the scene. Players look for a time tunnel on the right that leads into the next scene.

After rescuing each comrade, the player(s) must destroy the monster at the end of the screen. The final battle is with the evil time lord.

To successfully defeat the main enemy characters in each world the player must obtain special weapons systems including a laser, rocket, and five-way directional shooting special weapon.

For more information, or distributor referral, write Romstar, Inc., 3043 Kashiwa St., Torrance, CA 90505; (213) 539-2744.

Master Shot Basketball

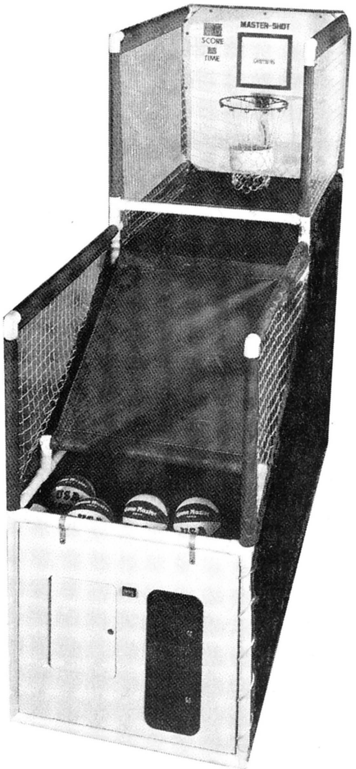
Gamemasters introduces *Master Shot Basketball*, a challenging basketball game designed for bar and restaurant locations.

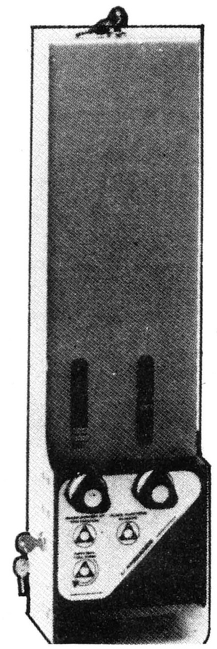
Master Shot Basketball is easy to assemble and measures 8 feet long x 8 feet high x 3 feet wide in its completed form. Features include free game point setting, adjustable playing time, and display for high score.

Music enhancement is part of the package as well as spotlight control for dark locations. A dollar bill acceptor and ticket dispenser are optional.

The game is easy for women and children to play and appeals to all age levels and regions of the country.

For more information, or distributor referral, write Gamemasters, Inc., 5555 Oakbrook Pkwy., Suite 240, Norcross, GA 30093; 800/634-7746 or (404) 662-5666.





Vending Unit

Allison Devices has designed a sleek, stainless steel vending machine that accommodates two personal care products.

Suggested items for this double vend unit are condoms and antacids. Other personal hygiene items may be dispensed. Features include two windows and double column capacity for 200 items. Two coin mechanisms allow vending from 25-cents to $1.

The unit has been engineered for long life and styled to fit any environment. Dimensions are 32 inches high x 7 inches wide x 6 inches deep.

For more information, write Allison Devices, 4144 Freemont Ave. N., Minneapolis, MN 55412; 800/223-8620 or (612) 521-9984.

Crown Jewels

The two-player rotary merchandiser *Crown Jewels* is now available from Showcase, adding to its line of upright and cocktail cranes and rotaries.

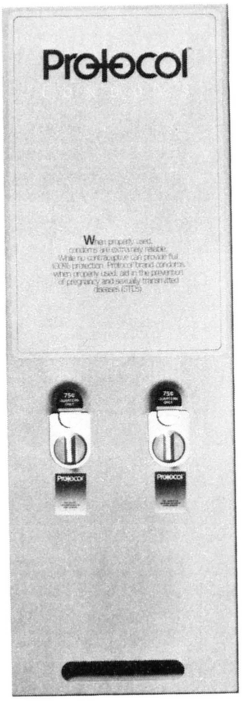
Crown Jewels offers joy stick control, shake and tilt alarm, high visual impact viewing area, and plexiglass window for safety.

Other features include adjustable timer, modular electronics, and a one year limited guarantee. The coin box holds up to $1,000. The unit is made in the USA and features a self-stocking merchandise option with no-jam gravity fed 80 cup self-loading system.

Crown Jewels is a space-saving, wall-hugging design and measures 27 inches wide, 33 inches deep, and from 30 to 47 inches high depending on the model selected.

For more information, or distributor referral, write Showcase, Inc., P.O. Box 34085, Sarasota, FL 33580; 800/642-7263. After hours in Florida call (813) 355-8667.

THE CROWN JEWELS
SHOWCASE



Condom Vendor

Protocol, Inc. introduces its new coin-operated condom vending unit for the health-conscious market.

Designed with a double coin mechanism that can be adjusted for a 25-cent vend up to $1.25, the unit comes in a soft, gray color and is suitable for placement in bars, restaurants, hotels, and service stations, among other locations.

A special feature is its vandal-proof locking system that offers complete security. The machines require little or no maintenance. Dimensions are 34 inches x 11 inches x 4.5 inches. The double columns mean a capacity of 320 condoms, which are also provided by Protocol. A special feature is adjustable columns that can accommodate different package sizes. The coin mechanisms accept one to four quarters for a vend of 25-cents up to $1.

The company is presently launching a distribution network for the product. Such distributorships require a minimal start up investment.

For more information, contact Protocol, Inc., 1370 Mendota Heights Road, Mendota Heights, MN 55120; 800/227-5336.

Funny Fone

Redstone Corp. has designed the unique *Funny Fone*, a countertop or wall-mounted machine that tells jokes and laughs at anyone who tries to get a free quarter from the coin return and screams at a patron who tries to pick it up or punch it out.

Funny Fone offers six joke categories: family, adult, gross, ethnic, religious, and children's humor. Over 1,000 jokes are in the tape library and additions are being made monthly. Jokes are told either as a story with booming punch line or delivered as a series of one-liners with total time per coin running one to two minutes.

The unit comes in a red cabinet with white lettering and black coin acceptor and telephone handset. In addition to suggested locations of restaurants, bars, and clubs, *Funny Fone* is recommended for other businesses since it is morale boosting.

Funny Fone holds up to $300 in the coinbox and can be locked down when on location. Redstone is seeking dealers and distributors in some areas of the country and English speaking foreign nations.

For more information, write The Redstone Corp., P.O. Box 6695, Huntington Beach, CA 92615; (714) 843-0551.

FUNNY FONE
25¢
USE U.S. QUARTERS ONLY
FUNNY FONE
HAVE YOU HEARD THE ONE ABOUT...

VICTORY
Gottlieb
44
Gottlieb

Victory

Premier Technology presents a new Gottlieb pinball, *Victory*, a "driving" pin with the innovative Vitrigraph playfield surface.

Vitrigraph is a polyester base plastic (mylar type) that covers the entire playfield and projects a clear image of the game's futuristic race car theme and game features. It requires only damp cloth cleaning with a window cleaning solution.

With engines revving and tires screeching, *Victory* players complete eight skill shot check points to finish the race. When this happens, a male voice declares victory for the driver. The voice also guides each player by announcing the next check point. Speed is necessary since each check point starts with bonus points that count down in value as time goes by. Passing through a check point quickly brings a female voice that assures a large bonus and commends the player for a good shot.

Other features include an upper level playfield with set of flippers; F-U-E-L drop targets that score lit value when completed and advance the player toward the Special; main level F-I-N-I-S-H targets that advance the multiplier; and three main ramps plus short Sling-Shot kicker ramp.

For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (312) 350-0400.

Pacmania

That yellow fellow who stole everyone's hearts in the early 80's is back in Atari's newest one-or two-player video, *Pacmania.*

In this latest adventure players maneuver Pac Man through a world of 3-D mazes. Using new "bounce" power, he enters Block Town, Pac Man's Park, Sandbox Land, and Jungle Steps. He also has special green and red power pills; green adds temporary speed and red awards double points. Two new ghosts, Sue and Funky, have been added to the maze for Pac-Maniacs and all newcomers.

As in the classic original, the objective is to eat all dots and power pills in the mazes while avoiding the ghosts. There's also an optional continue feature--a great way to learn and practice strategies without having to re-start games from the beginning.

Bonus thresholds are offered at various score values and are easily adjustable. Four difficulty settings are offered. An Auto Data Sampling bookkeeping system is included as well as a colorful 3-D attract panel that compliments the screen graphics.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3750.

PACMANIA
A totally NEW PACMANIA adventure

Gold Mine

Williams Electronics debuts *Gold Mine,* a shuffle alley that scores like regulation bowling except that at the beginning of each frame bonus lights rotate on the backglass and stop at random on a value.

If the player gets a strike in that frame, he collects the higher lit value. If he gets a spare, he collects the lower lit value.

The cabinet features an extra-fast playfield, new speech, and original music. There are three ways to score: regulation, strike 90, super strike, and flash.

Unit measurements are 71.25 inches high x 27.25 inches wide x 103 inches deep.

For more information, or distributor referral, write Williams Electronics, 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.

Xybots

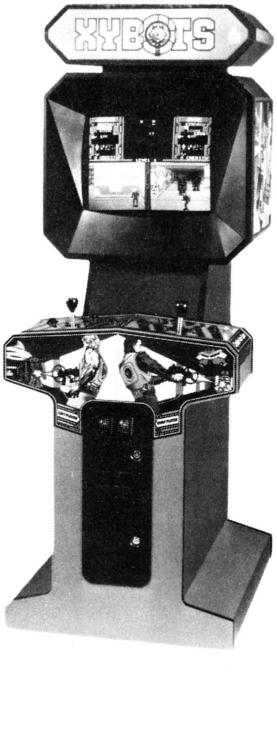
Atari takes players to a distant time on a planet overrun by hostile robots in the futuristic maze game, *Xybots.*

Players face a 360-degree first-person playfield and a split screen with each player's view dependent upon his position in the maze. The control panel is color coded (left player/blue; right player/green) for instant character identification. Features include buy-in and add-a-coin game continuation.

Each player has a special eight-way directional joystick with a knob on top for turning in place to get a change of view. Blaster buttons on either side of the joystick can be used to fire on the evil Xybots found in the maze. A center zap button stuns all opponents in the player's view.

Action takes place in a multi-level city with a myriad of locked doors and transporters. Players must battle the Xybots and reach the exit elevator to advance to the next level. The Xybots' force includes saucers, tanks, warriors, guardians, and flies that can avoid the player's shots.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3750.



TRADE ACCESSORIES

ELECTRONIC TOTALIZERS

Veeder-Root Co. offers the 7960 Series of programmable electronic totalizers designed for industrial manufacturing and processing applications to count parts, cycles, length units, pieces, strokes, volume units, and any other quantity that can be sensed.

u 1234
INC ON
DEC OFF
RUN PGM
RST CLR
VEEDER-ROOT
7960

The new 7960 Series features simple programming that can be changed to meet varying production needs. This allows a single 7960 totalizer to handle many different machine and process applications, saving the time and money of specifying separate products for separate applications. The 7960 scrolls through prompts letting a user select the desired features required for a particular application.

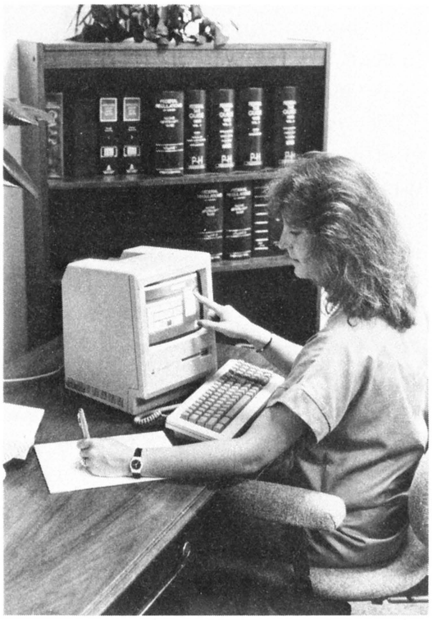
All 7960 totalizers have a large LED display and a nonvolatile memory to protect program and count information. The sealed membrane-type front panel keyboard meets NEMA 4 standards and overall case dimensions are 1.98 inches high, 3.78 inches wide, and 6.03 inches deep. The standard model is 115V ac; 230V ac and 12V dc models are also available.

For more information, contact Steve Rosenthal, Electronic Product Manager, Veeder-Root Co., 70 Sargeant St., Hartford, CT 06102; (203) 527-7201.

TOUCH SCREEN FOR MACINTOSH

MicroTouch Systems announces the Mac & Touch Screen, the first fully integrated touch screen system offered for the Macintosh.

The new all-glass touch screen, with its mouse-compatible software driver, allows all MacIntosh software, including Hypercard, to work with the screen without being modified. Versions of the touch screen are available for the MacPlus, Mac SE and Mac II. MicroTouch will sell the product through OEMs, VARs and dealers.



The significance of the new Mac interface is two-fold: it offers an easier to use input device than the mouse for end-users while providing a new hardware platform for VARs developing factory floor, public access, and other applications where mouse usage is not appropriate.

In addition to speed and greater simplicity, the Mac & Touch screen has several other advantages over the mouse. It is highly reliable and has no moving parts to break (or make noise). It also has no mechanisms to get clogged with pieces of erasure and other desk debris and has no fragile components which can be dropped and broken. Equally important, the Mac & Touch requires no extra desk space and no special pads.

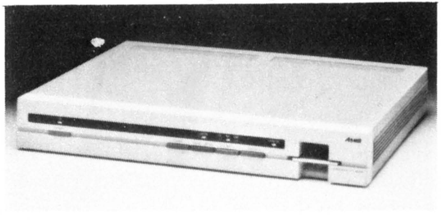
For more information, write MicroTouch Systems, Inc., Ten State St., Woburn, MA 01801; (617) 935-0080.

COLOR VIDEO FAX

A privately-held Los Angeles-based telecommunications corporation has announced development of the world's first color video facsimilie machine.

Color Video Fax engineered the unit and has formed a joint venture with Astro Nippon Technology and Research of Japan to manufacture the VF-3000 which Color Video Fax Corp. will market internationally on an exclusive basis.

The color facsimilie machine allows for the transmission of color video signals, including television pictures, over conventional dial-up telephone lines.

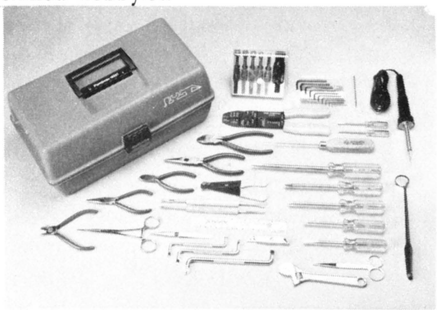


Color Video Fax specializes in high technology, high resolution communications equipment, customized to specific client requirements. The company can provide complete video telecommunications within a system that includes the facsimilie machine, a digital floppy disk drive, color printer, and essential accessories. The system is everything a business needs to send and store color video pictures.

For more information, contact CVF Marketing Director, Raul Balderas, P.O. Box 5610, Plaza del Rey, CA 90296; (213) 578-7599.

ADVANCED TOOL KIT

Jensen Tools introduces a tool kit for the advanced student of electronics and skilled hobbyist.



Recommended also for small service shops and skilled home repair, the Deluxe Tech School Kit (#23B002) includes screwdrivers, nutdrivers, wire stripper/-cutter, pliers, scissors, wrenches, hemostat, mirror, holding tweezer, soldering equipment, and more. A total of 28 quality tools are furnished in a durable plastic tool box with lift-out tray, positive latch, and carrying handle. The kit is priced at $79.

Jensen also offers a static control companion kit designed to fit behind the upper pallet of a tool case or inside a briefcase.

Essential for the protection of static sensitive devices in the field, the kit opens up to a full 18 X 24 inches static dissipative work surface with a five foot grounding cord for the mat and adjustable elastic wrist strap with four foot ground cord for the wearer. The kit includes hardware and instructions for correct hookup to insure the safety of both the static sensitive components and the user.

For more information, write Jensen Tools Inc., 7815 S. 46th St., Phoenix AZ 85044; (602) 968-6231.

PIN AND SOCKET CONNECTORS

MATE-N-LOK II Pin and Socket connectors from AMP protect against contact backout through a new two-piece housing design that assures proper and complete seating of contacts in connector cavities.

A cone-shaped shell is pre-staged on the rear of the housing, and contacts are inserted. Once all are in, the assembly is squeezed together, locking all components securely in place. This can't be accomplished unless contacts are fully seated. Full engagement of external locking latches provides visual check of proper assembly. The cones also center the contacts precisely, reducing stubbing problems when mating.

MATE-N-LOK II Connectors incorporate a protective silo housing design that completely encloses all contacts for safe handling. They mate with standard Universal MATE-N-LOK series products, including straight and right-angle pcb headers. Two through fifteen position versions are available.

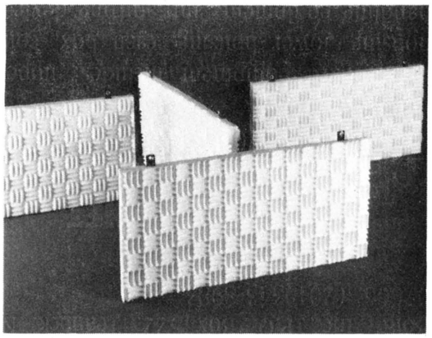
For more information, write AMP Inc., P.O. Box 3608, Harrisburg, PA 17105; (717) 564-0100.

SONEX 1 BAFFLES

Illbruck announces that its flame-resistant SONEX 1 is now available as a hanging baffle. SONEX 1 Baffles join the SONEX/SONEX 1 family of products to offer another alternative to solving annoying noise problems in business and industry.

In most sound control applications, Illbruck's standard SONEX Baffles are an effective solution. But in situations where users need overhead sound control and a Class 1 "approved" material, SONEX 1 Baffles provide the ideal solution.

Similar to regular SONEX Baffles in size and effectiveness, SONEX 1 Baffles are produced from a porous, lightweight, melamine material that's flame-resistant and acoustically effective. Each SONEX 1 Baffle consists of two back-to-back sheets of 24 X 48 inch SONEX 1 acoustical material. Shipped assembled with built-in eyelets at each corner, SONEX 1 Baffles are extremely light and easy to hang from ceilings, near walls, or around offending equipment--wherever noise is a problem.



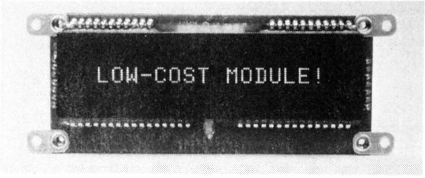
For more information, write Illbruck, 3800 Washington Ave. North, Minneapolis, MN 55412; (612) 521-3555.

LOW-COST DISPLAY MODULE

The Industrial Products Division of IEE announces the addition of a new, low-cost, 5x7 dot matrix, 1x16 display to its FLIP line of intelligent vacuum fluorescent display modules.

Designated as model 3601-88-016, this "No-Frills" FLIP is ideal for high-volume OEM applications such as pay telephones, copiers, point-of-sale terminals, and security systems. The ultra-compact module features swiveling mounting brackets for front-panel design flexibility.

The 3601-88-016, like other members of the "No-Frills" family, shares many of the most convenient features of the standard IEE FLIP line. An on-board microprocessor controller handles all scan, refresh, and data I/O tasks, permitting easy interface to an eight-bit ASCII parallel data bus.



IEE offers a wide variety of vacuum fluorescent display modules within the FLIP product line, including 5x7 and 5x12 dot matrix and 14-segment display formats, and extended temperature range models.

For more information, write IEE, Industrial Products Division Sales Office, 7740 Lemona Ave., Van Nuys, CA 91409-9234; (818) 787-0311, ext. 418.

MAINTENANCE CATALOG

Randustrial Corporation offers a free Maintenance Catalog that features building maintenance products formulated specifically for Do-It-Yourself application.

Over 50 roofing, flooring, and general maintenance products are included and each one is accompanied by information on coverages, usages, prices, and a photo of the application.

For a free catalog, write or call Randustrial Corp., 13311 Union Ave., Cleveland, OH 44120; 800/321-4662. In Ohio call 800/468-0576.

EPOXY RESIN SYSTEM

Master Bond introduces a new, two component epoxy resin compound EP21AR for durable, high-performance chemical and abrasion resistant coatings and linings. It is the first epoxy resin which combines the chemical resistance qualities of fluoro-carbon polymers with the processing and application ease of epoxies.

Master Bond EP21AR is formulated to cure at room temperature or more rapidly at elevated temperatures with a convenient two to one mix ratio by weight. It offers exceptional acid and superior solvent and chemical resistance.

Master Bond EP21AR is 100 percent reactive, does not contain any solvents or diluents, and cures with minimal shrinkage. It readily develops a high bond strength of more than 2500 psi at room temperature to metallic and nonmetallic substrates. Adhesion to metals, glass, ceramics, wood vulcanized rubbers, and many plastics is excellent.

MASTER BOND
TWO COMPONENT EPOXY PART A
TWO COMPONENT EPOXY PART B
Contents: 1 quart
MADE IN U.S.A.

Master Bond EP21AR is widely used in the construction, maintenance and repair, chemical process, metalworking, appliance and electrical/electronic industries.

For more information, write Master Bond, Inc., P.O. Box 522, Teaneck, NJ 07666; (201)343-8983.

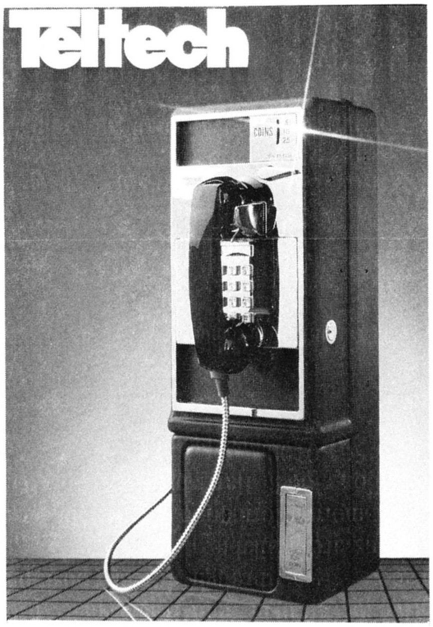
PHONE CABINET

Teltech Telephone Systems offers the Model TT-1700 pay telephone cabinet.

Standard equipment includes: upper housing, lower housing, cash box, coin handling equipment, anti-stuffing device, coin return lever, locks and keys, T-wrench, hook switch assembly, cradle, key pad, ribbon cable, handset, transmitter, receiver, armored cord, and face plate.

There is a one year limited warranty on parts and labor. APC board mounting plate and 12V coil are options.

For more information, write Teltech Telephone Systems, Inc., 7345 E. Acoma Drive, Suite 210, Scottsdale, AZ 85260; (602) 483-3333.



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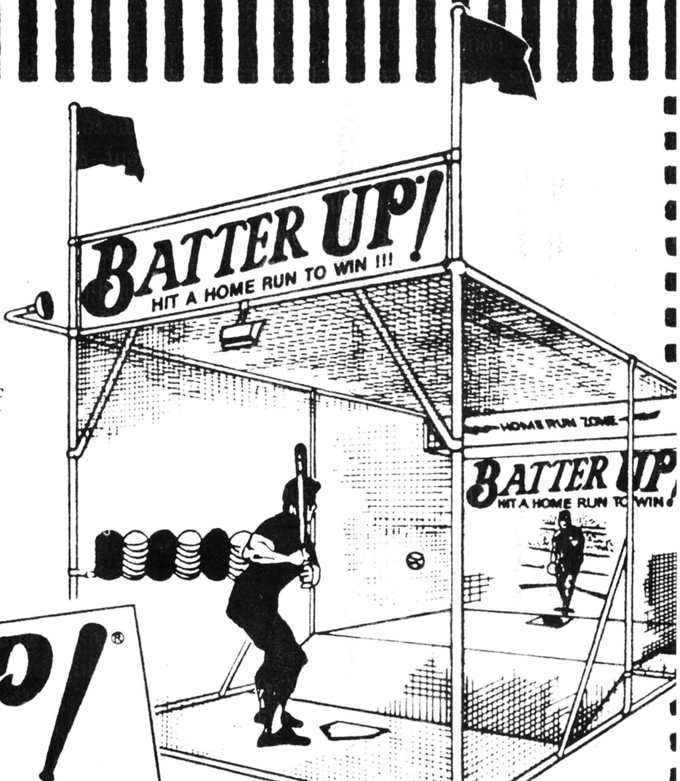
HIT A HOME RUN TO WIN !!!


BATTER UP!
HIT A HOME RUN TO WIN !!!
HOME RUN ZONE
BATTER UP!
HIT A HOME RUN TO WIN

Join The Fight!

Help Knockout Childhood Cancer

The children of St. Jude Children's Research Hospital are fighting back. Their opponent is childhood cancer, and the fight is for life or death.

In 1962, stricken children had less than a 5 percent chance to survive a fight with cancer. But now, thanks to the ongoing research at St. Jude, they are surviving at a rate of almost 60 percent.

But St. Jude and the children cannot win the fight by themselves. They need you in their corner. Please join the fight and maybe one day we can deliver the knockout punch that will end childhood cancer forever.

For more information on how you can help give cancer a "black eye," write to St. Jude, 505 N. Parkway, Memphis, TN 38105, or call 1-800-238-9100.

St. Jude Children's
Research Hospital
Danny Thomas, *Founder*

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Darts...

Electronic darts are being touted as the most important development in years for coin-operators in the amusement & music industry. Why? Because dart games on location attract regular — even loyal — players. In short, a potential year-round bonanza!

By encouraging player interest in darts — primarily through leagues which have been the mainstay of pool and bowling for years — operators can significantly expand income opportunities!

What Is AMOA Doing About Darts?

The Amusement & Music Operators Association has formed the AMOA National Dart Association. Its sole purpose is to increase operator and player interest in competitive dart teams and league activity nationwide. To this end, it sanctions players sponsored by AMOA National Dart Association member operators. It also has developed standardized rules & regulations — including handicapping criteria — to provide equal competitive opportunity throughout the country. Additionally, each spring it sponsors the AMOA National Team Dart Tournament to recognize the best teams and players. And it has produced an operator's handbook — as well as a video and cassette tapes — on "How to Organize Dart Leagues."

To join the AMOA National Dart Association an operator must first be a member of AMOA.

AMOA: Working for You!

For more information on the AMOA National Dart Association — or AMOA membership, programs and services — call or write today!

Amusement & Music Operators Association
111 E. Wacker Drive
Chicago, IL 60601
312/644-6610
Direct Line:
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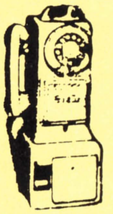

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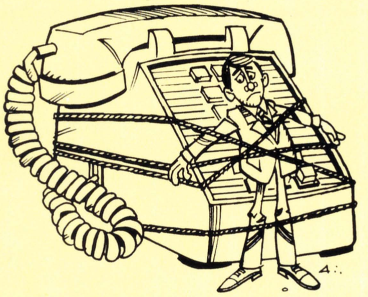

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Roller Skating Rink Operators Association conference, Showboat Hotel, Las Vegas. Contact Peggy Blome, RSROA, 7700 "A" St., Lincoln, NE 68501; (402)489-8811.

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FEBRUARY 12 13 14
South Carolina Coin Operators Association annual convention and trade show, Radisson Hotel, Columbia. Contact Helen Sikes (803)254-4444.

MARCH 11 12 13
American Coin Machine Expo (ACME) international trade show, Bally's Hotel, Reno, NV. Contact William T. Glasgow, Inc. (312)333-9292.

APRIL 8 9 10
New York State Coin Machine Association trade show. Contact Ann Kelley or Curtiss Matterson, (518)439-0981.

APRIL 28 29 30
AMOA National Team Dart Tournament, Lake Geneva, WI. Contact AMOA (312)565-4602 or executive director of NDA, Joe Conway (414)263-2444.

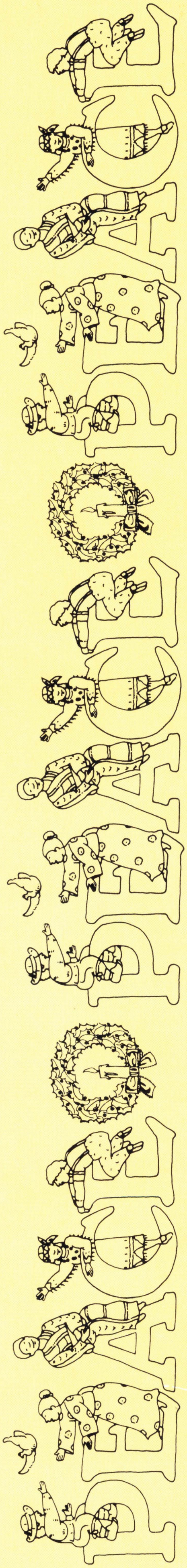
APRIL 20 21 22 23 24
Florida Amusement and Vending Association annual convention and trade show, Omni International Hotel & Expo Center, Orlando. Contact FAVA, (904)878-3134.

MAY 15 16 17
AMOA 1988 Government Affairs Conference, Washington, D.C. Contact AMOA (312)565-4602.

International Shows

1988

APRIL 6 7 8 9
The Arab International Toys, Games, and Amusements Trade Fair, Dubai, United Arab Emirates. Contact World Trade Promotions, Ltd., 19-21 High St., Sutton, Surrey SM1 1NF England. Telephone 01-642-7688.



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Legendary Wings (2 player Galaga style space blaster)	$ 595
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Express Raiders (old west train robbery action)	$ 395
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Karate Champ (Proven 2 Player, Winner!)	$ 395
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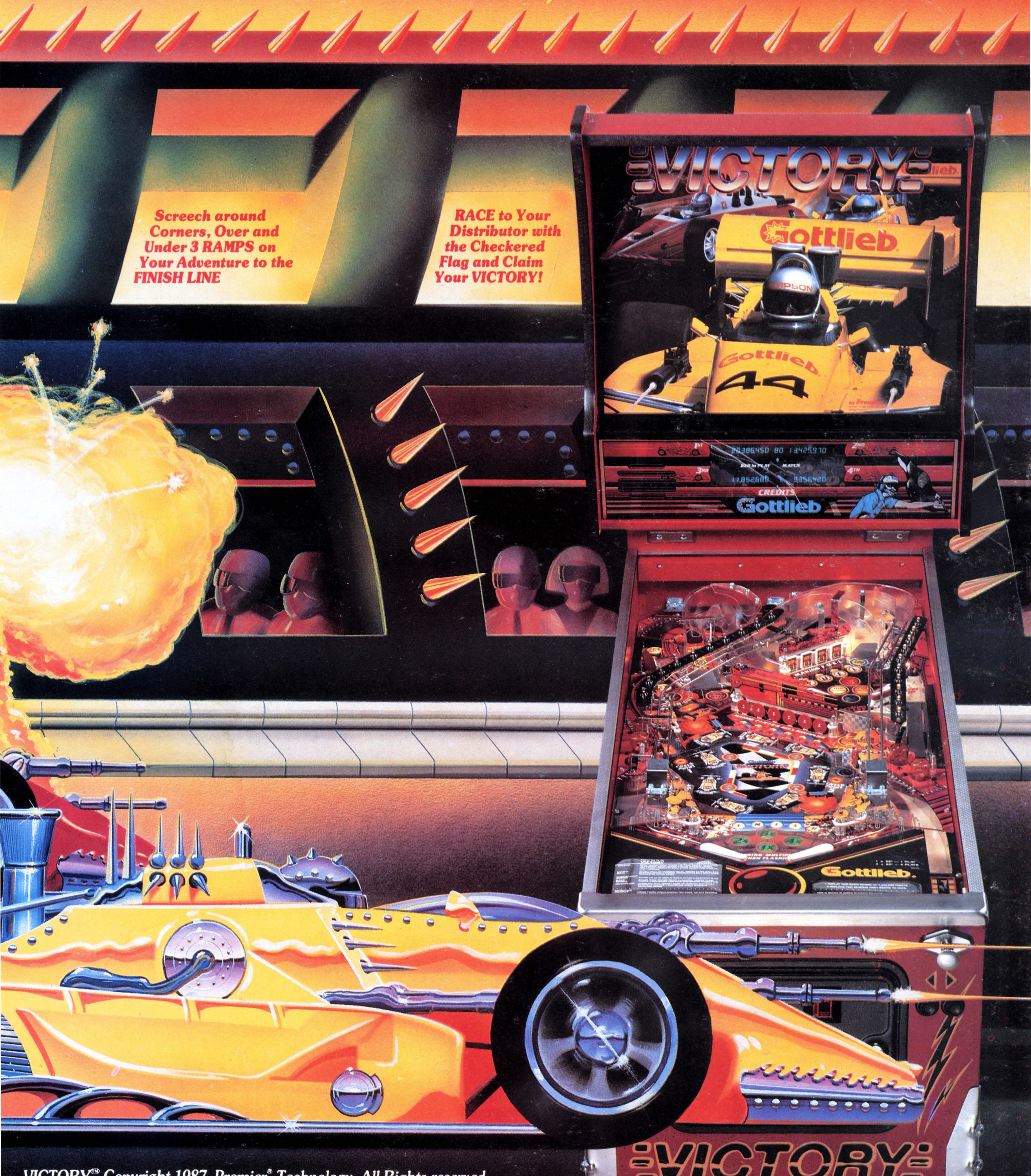
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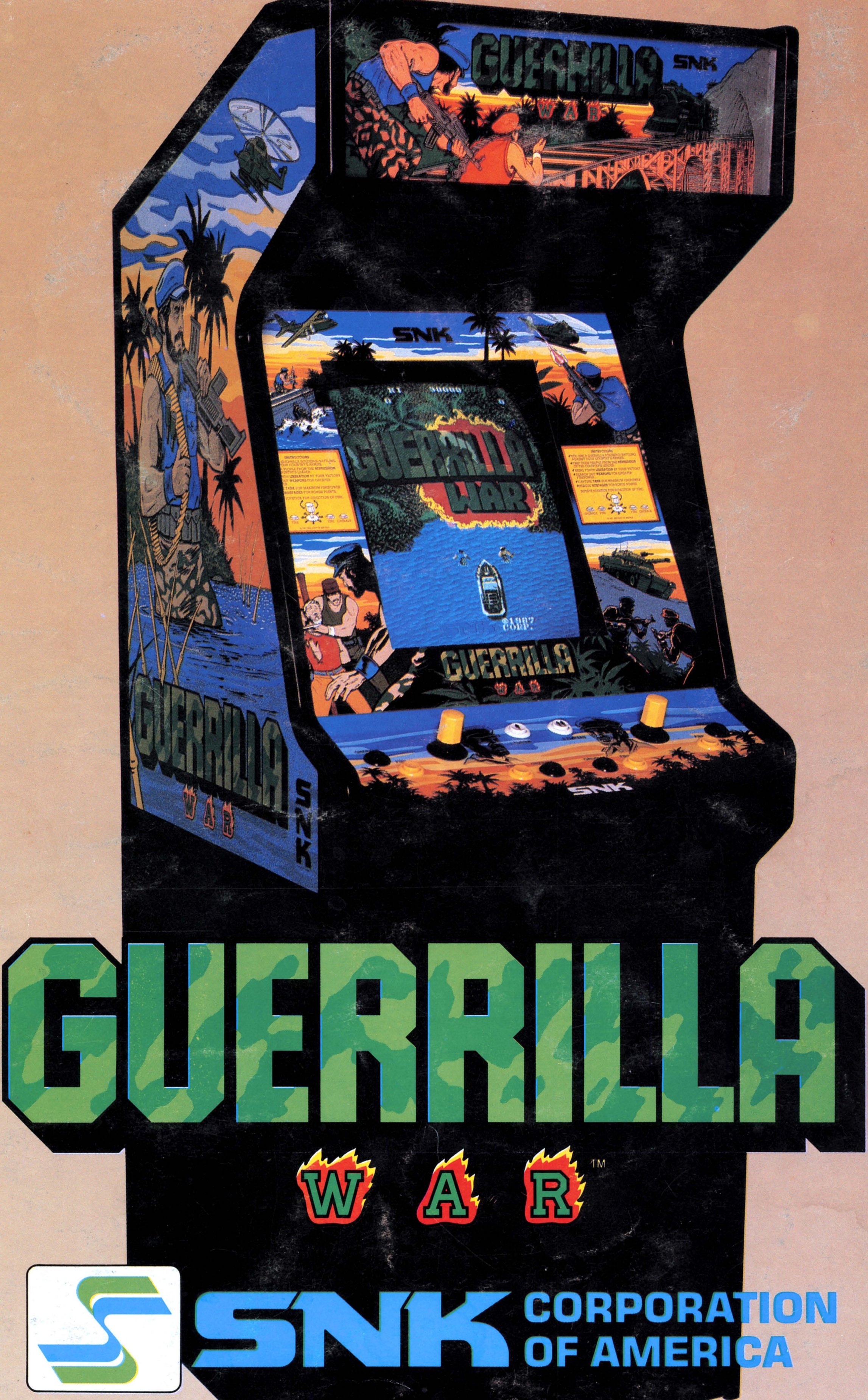
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